

# The NATIONAL UNDERWRITER

*Life Insurance Edition*

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OCT 10 1937



*The GREAT-WEST LIFE MAN  
—is a friend indeed*

AT THIRTY-FIVE he didn't want to "load himself up with insurance". But a few minutes' chat with the Great-West Life man proved to him that if any one of several probabilities were to happen, he would be penniless, his family destitute.

So a plan was carefully drawn up which changed financial hopes into certainties, and the investment was well within his means. Now he is reaping the reward. He is independent. And best of all, his family has been fully protected during the intervening years.

A short interview with a Great-West Life man may clarify your financial future. He is experienced in every phase of protection. He knows how to arrange insurance safeguards against every emergency. Get in touch with the nearest Great-West Life office or representative.

*The*  
**GREAT-WEST LIFE ASSURANCE COMPANY**

Head Office—Winnipeg, Canada

**FRIDAY, SEPTEMBER 10, 1937**



# THROUGH EVERY **EPIDEMIC** ... SINCE 1845

One home . . . one child . . .

A hundred . . . a thousand . . . a million . . .  
*dread epidemic!*

Epidemics are not just a thing of the distant past. Can you remember back to 1918? Influenza swept across the country like a prairie fire. It took its heaviest toll among strong men in the prime of life—many of them fathers who had protected their families through the New York Life. From this one epidemic alone this Company's death loss payments were al-

most *twice as great as all its losses from all the wars since 1845.*

Epidemics, as well as wars and panics, test the strength of a life insurance company. The New York Life has met these tests without fail since it was founded in 1845.

Because security is the fundamental purpose of life insurance, at all times the New York Life must be prepared for periods of adversity. Therefore, in making its investments, it adheres to the principle that safety should

always be the first consideration. In calculating its reserves it employs the most conservative basis used by American and Canadian life insurance companies.

Unless your situation is a very unusual one, you have probably not yet completed the financial plans you have in mind for your family's protection and your own old age. Why not ask a New York Life representative for his suggestions? He may be able to help you.

*SAFETY IS ALWAYS THE FIRST CONSIDERATION...NOTHING ELSE IS SO IMPORTANT*

## NEW YORK LIFE INSURANCE COMPANY

*A Mutual Company founded on April 12, 1845*

**THOMAS A. BUCKNER**, Chairman of the Board

**51 MADISON AVENUE, NEW YORK, N. Y.**

**ALFRED L. AIKEN**, President

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# The NATIONAL UNDERWRITER

Forty-first Year, No. 37

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, SEPTEMBER 10, 1937

\$3.00 Per Year, 15 Cents a Copy

## Guaranty Life Is in a Merger Deal with Occidental

**Taken Over by the Los Angeles Company, L. J. Dougherty Vice-president**

The Guaranty Life of Davenport is merging with the Occidental Life of Los Angeles. This will increase the capacity and strengthen both organizations. The Occidental is spreading its wings through the middle west and desired a local base of operation in order to give prompter and more effective service to agents and policyholders in that locality. Lee J. Dougherty, president and general manager of the Guaranty Life, becomes a vice-president and director of the Occidental and will be head of the central western organization in Davenport. The office of the Guaranty Life will be maintained just as it is with all the equipment, official and clerical personnel. This will give the Guaranty Life agents greater momentum and will give policyholders stronger backing.

### Will Have Central Department

The Guaranty Life took over the Register Life of Davenport and it of course is included in the merger. The Occidental Life will maintain the Davenport office as an office of issue and that headquarters will have practically all home office facilities. This will give the agents of the Occidental Life very efficient and speedy service. Mr. Dougherty will be the executive head in the western department and personally will continue to direct the sales organization.

The Guaranty Life has given a good account of itself and Mr. Dougherty is one of the best known executives in the west. He is one of the wheel horses in the American Life Convention and served as its president. He is one of the directors of the United States Chamber of Commerce. He has been president of the Davenport chamber of commerce and the greater Davenport committee. He was formerly mayor of the city. In Davenport there is no one that enjoys any greater esteem and confidence of the people than he. He has conducted his company along clean lines and he has always had close to his heart the interests of the policyholders.

### Occidental Life's Standing

The Occidental is one of the forward-looking companies of the country that is making real headway. At the first of the year its assets were \$37,371,017, being well diversified. Its capital is \$1,000,000, contingency reserve \$412,000 and net surplus \$1,375,232. Its income last year was nearly \$14,000,000. It has \$300,000,000 of life insurance in force. It has very substantial financial backing. It started in business in 1906. The holding company is the Trans-America

(CONTINUED ON LAST PAGE)

## Uniform Appraisal Forms Studied by a Committee

**Report Will Be Made at Next Meeting of National Association of Insurance Commissioners**

Life companies are very much interested in the report now being prepared by the committee of the National Association of Insurance Commissioners on uniform appraisals which will be made at the New York meeting in December. Insurance Superintendent Bowen of Ohio is chairman. It is acknowledged that there are a number of difficulties to be met when the committee attempts to prepare definite forms both with reference to providing the necessary flexibility to take care of various conditions, and the danger of having the forms become burdensome, involving considerable expense. It is stated that the form may be unwieldy unless great care is taken to confine it entirely to essentials and certain qualifications that will be fundamental as to all property.

### Activities of Federal Agencies

The Federal Home Loan Board at Washington, D. C., has been giving much attention to the matter of standardized forms for appraisals and the Federal Home Loan Bank in New York City has been using a form which, however, is criticized because of its length and the expense involved in meeting its demands. Those working on the subject appreciate that the qualities of an appraiser to a large extent are those that will enable him to determine the value of an appraisal. In order to assure sound appraisals the tendency is to prescribe qualifications for appraisers which are possessed by but few.

Another danger to be avoided relates to state supervision which really takes the place of management to some extent with out being properly equipped to assume the responsibility. The committee men realize that the study of the Federal Home Loan Board and the Federal Home Loan Bank in New York City will be of material help in their discussion.

## Center of Influence or Foci of Infection?

EIGHTY FOUR, PA.—Ferdinand I Ulmsbach, the filling station proprietor on No. 72, just east of 84, who has been for the last 60 days or so the center of influence of Joseph Futz, the prominent life insurance underwriter here in 84, is no longer his center of influence, Underwriter Futz makes it known. Mr. Ulmsbach decided, it seems, why should he give Mr. Futz so many tips on where to sell insurance and Mr. Ulmsbach has now become a life insurance underwriter himself. Mr. Futz has now come to the conclusion that this center of influence theory he has been hearing so much about is impracticable and centers of influence soon become foci of infection.

## President Parkinson Finds Increase in Group Volume

**Extended and Comprehensive Coverage Is Now Desired by Many Business Enterprises**

A net gain in group life insurance of more than \$200,000,000 is reported by the Equitable Society bringing the total volume for employees now outstanding to nearly \$2,000,000,000.

T. I. Parkinson, president of the Equitable, stated that the company had recorded substantial gains in other group coverages—group accident and health insurance, group accidental death and dismemberment insurance, group hospitalization benefits, and group annuities. With reference to the first three he said that the gains are due to the increasing practice among employers of providing more than one type of coverage in initiating group protection in their organizations. Recognizing the need of employees for protection against accident and sickness and for hospital care, as well as protection against death, a steadily increasing number of concerns are introducing, along with group life insurance, the so-called supplemental coverages or adding these to existing protection.

### Total Now 13 Million

"The aggregate volume of group life insurance now in force," said President Parkinson, "amounts to approximately \$13,000,000,000, covering 8,000,000 employees. This total is within \$1,500,000,000 of the volume of individual life insurance in all companies in force at the time group insurance was introduced, and is virtually equal to the amount outstanding in 1910."

## Veteran Commissioner of New Hampshire Is Dead

CONCORD, N. H.—John E. Sullivan, 59, insurance commissioner of New Hampshire since 1923, suffered a stroke while in his office and died at a Concord hospital. Commissioner Sullivan was born in Somersworth, N. H., July 4, 1878. A newspaper correspondent and newsdealer, he was interested in sports and became manager of a local baseball team. Taking up politics, he served as postmaster of the city for eight years and was secretary of the local school committee for nine years.

### First Appointed in 1923

In 1923, Governor Fred H. Brown, who had been a pitcher on Mr. Sullivan's baseball team, appointed his former manager insurance commissioner. He filled the position so ably that he was reappointed by Governor Winant in 1926 and by Governor Tobey in 1929, both governors being Republican and Mr. Sullivan a Democrat. He resigned in October, 1930, and was appointed bank commissioner but when the law was changed, combining the banking and insurance departments, he continued as head of both, and in November, 1936, was reappointed for a six-years term.

## Hearings on New York's New Code Begin Sept. 27

**Copies of Proposed Measure for All Companies as Soon as Available**

NEW YORK—Public hearings on the proposed new insurance code for New York will be held by the legislative committee at the state building here Sept. 27, continuing through the two days following. Copies of that section of the code dealing with fire and casualty lines will be made public Sept. 16, the life, health and accident section to be issued Sept. 23. Copies of the complete code will be sent all companies licensed in the state as soon as it can be had from the printer, affording all those interested an opportunity to study its provisions and to make constructive suggestions at the hearings. Communications regarding any feature of the draft should be addressed to Superintendent Pink.

### Statement by Patterson

Prof. E. W. Patterson of Columbia University who aided in the code's preparation says that through the procedural provisions in article 3, "uniform rules of procedure have been established, applying equally to all classes of insurers and other persons governed by the provisions of the law. These provisions have to do with the giving of notice and hearing before action can be taken by the insurance department, with review by a court of such action after it has been taken, with examinations by the department and with certain powers given to the superintendent for the enforcement of the law."

### Preserves Right of Hearing

"The revision," he says, "embodies in concrete form the general principle long recognized by the New York department in practice that persons whose rights or liabilities are directly affected by a decision of the superintendent should be given notice and an opportunity to be heard before the decision is finally made. The method of giving notice by registered mail or by personal delivery is specified in Article 22. The rules as to hearings are set forth in article 23. Every person affected by a proposed order of the superintendent is entitled to be present during the giving of all testimony and to inspect all adverse documentary proof. The revision requires observance of only the basic principles of American trial procedure.

### Provision for Judicial Review

"The revision makes provision for judicial review of the superintendent's decisions in article 28, supplemented by a special provision as to agents and brokers (Article 57), with adequate provision for an orderly procedure and a fair hearing before the insurance department.

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# Aetna Life Executives Take Messages to Field

## Westbrook Tells Nearly Closing Chapter in Farm Management Story

By LEVERING CARTWRIGHT

The Aetna Life was a large holder of farm mortgages and became one of the important corporate farm landlords of the country in the depression days when the soil brought only heartaches and misery. In those days, not so long ago now, it will be remembered, men in the field were wont to condemn this company because it was loaded with railroad bonds, that one because it was top heavy with hotels and another because it had a large farm investment, etc.

Some of these companies, recognizing what was being said about them, provided their field force with answers and arguments, showing that the item criticized constituted only such percentage of the assets, was still earning such an interest yield, etc. Aetna Life made no bones about the fact that its farm investment was a problem and a large one and it proceeded to tackle the problem in a positive way, so that today the Aetna Life can point with pride to its farm record, not only in so far as dollars and cents are concerned, but also in having made a contribution to agriculture and the welfare of the nation.

## Westbrook Had Big Job

Vice-president S. F. Westbrook was figuratively decked out with overalls and a pitchfork and told to do a job of farming. In the terms of approbation that life insurance men like so well and use so often "he has done a swell job." That is put in the past tense, because it appears that his job has been all but completed.

During the past few years one of the features at conventions of Aetna Life agents has been a report of Mr. Westbrook on his work as a farmer. He so reported at the recent annual meeting of Aetna Life western "regionnaires" at Colorado Springs.

Mr. Westbrook said that the developments in the farm mortgage loan field constituted a great drama. In 1934, he observed, a decade of accelerating rate of catastrophe to the farmer had come to a close. In 1932-33 prices never to be predicted had been reached. Those concerned had hoped against hope for improvement. In 1934 prices were on their way back and those concerned hoped with a definite hope. He cited some comparative figures. Corn on the farm in 1932 sold for 12 cents a bushel. Today corn and wheat are in the neighborhood of \$1 a bushel. Cotton in 1932 was five cents a pound, today it is in the neighborhood of 10 cents. Hogs were three cents, now they are 12 cents. The price structure of agriculture is following a constantly increasing curve, he declared.

The Aetna Life in its reclamation program did over many farms, he declared. At the peak of its land ownership it possessed some 3,200 farms between Canada and the Gulf of Mexico between eastern Ohio and central Nebraska.

Until 1935 Aetna Life made practically no effort to dispose of its farm properties. In that year the first organized attempt to sell land was made. Organizations were set up on territorial bases with sales crews. Aetna Life sold about 1,000 farms. Today the company owns fewer farms than it did but it has been taking title to other farms as a result of foreclosures that were started in 1931 and 1932, consummation of which was delayed due to various moratorium laws. At first the cheaper farms

(CONTINUED ON PAGE 15)

## Brainard, at 15 Year Post in Presidency, Addresses "Regionnaires"

President Morgan B. Brainard, in addressing the western regional conference of Aetna Life producers at Colorado Springs, gave a fascinating account of his conception of Aetna Life history and an account of his nearly 15 years of stewardship in the president's office. He was the principal speaker at the banquet, the event that closed the convention.

## Senator Bulkeley Founder

Aetna Life, he recalled, was the creation of Senator Bulkeley, a man whom Mr. Brainard characterized as "able, kind, gentle, courageous and with great vision." Senator Bulkeley became president in 1879, the year Mr. Brainard was born. It was a small company, writing life insurance exclusively. By the force of his personality, Senator Bulkeley brought the organization to one of the strong, large companies, he declared. Mr. Bulkeley was ambitious. One by one he added other departments. Toward the end of his life Aetna Life grew with great rapidity. Senator Bulkeley was a beneficent despot, according to Mr. Brainard. He possessed a strong individuality but to some extent lacked a good organization. He exercised a one man power, one man rule. It was a wonderful and successful rule, Mr. Brainard declared.

## Not Trained for Job

However, Senator Bulkeley had not developed men to assume high responsibility. Mr. Brainard said that his own position was one that had not trained him for the high place. He had not been trained to succeed Senator Bulkeley.

When Mr. Brainard became president in 1922, a period of growth was at hand, he recalled, that was perhaps more rapid than it should have been. At that time investment profits were large. Mistakes could not be made. Formation of insurance companies became popular. Executives forgot the quality of risks assumed. They begged for dollars to invest, expecting to make up underwriting losses through profits in the security markets.

That theory prevailed especially in the fire and casualty end, he remarked.

Mr. Brainard said that he found a group of strong companies with rapidly growing business, but underwriting profits were lacking. He was told that it was impossible at that time to make an underwriting profit in casualty or fire business, but that the surplus of the organization was increasing any way. That didn't make sense to him, he declared. He set up the policy that a way must be found to make an underwriting profit. That objective has been a long and tedious road, he declared, but in 1936, for the first time in Aetna history, an underwriting profit was made in every line of business. For instance, the accident and health department, one of the largest in the organization that had produced an underwriting loss year after year, recorded a profit. E. C. Bowen, secretary in charge of the accident and health department, he declared, had the initiative and courage to do things in advance of what was done by others.

## Must Make a Profit

Mr. Brainard said he was told that it was impossible for anyone to make a profit in the casualty business in New York City. Mr. Brainard took the position that Aetna Life could not continue to operate in New York with an underwriting loss. Accordingly steps were taken and under the leadership of J. S. Turn, recently retired as vice-president in charge of the New York metropolitan district, a casualty profit was developed there.

Mr. Brainard made the statement that these good results have come about because of his "weaknesses." Under Senator Bulkeley everyone was "dwarfed," he said. Mr. Brainard declared that he knew he was not able to do things as Senator Bulkeley did them. He felt that he would be lost without the help of others. Accordingly he summoned the entire organization to his side and he pointed to the results in 1936, "the best ever shown," as fruition of his policy. The good results last year are being duplicated this year, he declared. Every department has made a profit in the first six months of this year. These profits, he declared, are not inordinate. They are meager in respect of percentage, but a small percentage applied to the large combined business of the Aetna organization is a substantial sum.

## Divorce of Business

In the next two or three years the Aetna Life itself will have been completely divorced from all lines except life and personal accident, he declared.

## "Dependables" Started for Individual Agents

Six producers of Thompson & Tainter agency at Hartford for the Connecticut Mutual, have been awarded charter membership in "The Dependables"—a new honor organization formed by the company. In starting this organization, the Connecticut Mutual is pioneering in what is believed to be an entirely new idea in life insurance sales circles. Membership is based solely on the individual agent achieving the earning objective which he has set for himself. Some 221 producers throughout the country were granted charter membership.

The six Hartford producers are Alice C. Boone, H. O. Freeman, E. T. Klen-ske, Dana T. Leavenworth, R. M. Lowry, and P. R. Piper.

One of his objectives has been to bring about cooperation particularly in the field, between all departments and he said that such a spirit is gaining momentum.

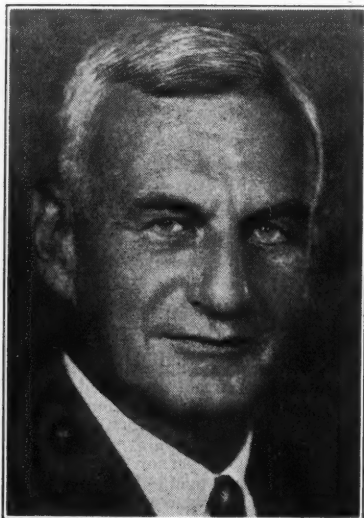
Mr. Brainard referred to the home office building of Aetna Life which is located away from the business district in Hartford and was constructed in 1930. That location was selected by Senator Bulkeley, he declared, and his decision has proved wise. The plant allows all sorts of economies, he declared. Home office employees number about 2,500, which is less by 300 or 400 than in 1926. This is due to the efficiency of the planning of the building and the efficiency systems that have been installed. Aetna Life, he declared, is an economically managed company. It is low in home office salaries. As nearly as complete a democracy as is possible in a business organization prevails at the head office. There are no social distinctions. An attitude of friendship is seen.

Mr. Brainard held the close attention of his audience, which was in a festive mood at the time and when he sat down there was a tremendous ovation.

Gordon H. Campbell, general agent at Little Rock, the toastmaster, suggested that in November a production campaign be conducted marking the completion of 15 years in the presidency by Mr. Brainard. Mr. Campbell said he was making such a suggestion despite the fact that Mr. Brainard has been opposed to such demonstrations in his behalf. The audience approved the proposal and

(CONTINUED ON PAGE 17)

## AETNA LIFE EXECUTIVES AT REGIONAL MEET



MORGAN B. BRAINARD



S. T. WHATLEY



S. F. WESTBROOK

The regional conference of Aetna Life in Colorado Springs was attended by more than 20 head office representatives

and about the same number are in Virginia Beach this week for the eastern regional roundup. Among that number

are Morgan B. Brainard, president; S. T. Whatley, agency vice-president, and S. F. Westbrook, vice-president.



## Mrs. Talley, Chief Congress Officer, Was Installed

### Some of the Closing Incidents at the Annual Meeting of Fraternals

By GEORGE E. WOHLGEMUTH

Installation of Mrs. Dora Alexander Talley, Woodmen Circle of Omaha, as president of the National Fraternal Congress at the annual meeting at Columbus, O., was an impressive and colorful spectacle in which C. L. Biggs, Maccabees, vice-president, and the directors participated. Mrs. Talley selected Frances Buell Olson, Degree of Honor, past president of the Congress, as installation officer, Mrs. Olson performing these duties graciously and capably. Mamie E. Long, secretary Woodmen Circle, presented Mrs. Talley with a purse on behalf of the home office of the Woodmen Circle. Clara B. Bender, Degree of Honor, gave Mrs. Talley a corsage bouquet.

A highlight of the meeting was a parade in which several thousand Ohio fraternalists participated. That the affair went off without a hitch was due largely to the work of J. G. Daly, United Commercial Travelers, and his arrangements committee. After the parade, Governor Davey of Ohio and W. G. Pickrel, former lieutenant governor of Ohio, spoke.

### Much Legislation Introduced

In his report as chairman of the statutory legislation committee, R. T. Wells, Woodmen of the World, Omaha, said that tax bills of some kind affecting fraternalists had been proposed in 42 states, all of the prospective legislation being defeated excepting in New Mexico where a premium tax passed the legislature, but was later declared unconstitutional. In Arkansas, Oklahoma, and Florida difficult problems arose but they were overcome. Assistance of the state fraternal congresses in legislative matters was invaluable. No bill was passed in any legislature adversely legislating against fraternal societies.

H. V. Wade, Knights of Pythias, reported for the resolutions committee. The first Sunday in June has been designated as "Safety Day" on which all the societies will participate through their lodges in an accident prevention campaign.

The passage of the bill H. R. 6968 sought by the S. E. C. which would prevent municipal bondholders from getting together to take action on defaulting municipalities was declared to be opposed to public policy and the Fraternal Congress will oppose enactment of the legislation or any similar bill believed inimical to its interests. The congress passed a resolution stating that the wise counsel of Superintendent Bowen of Ohio was appreciated but that members were operating on a legal reserve basis and held a smaller proportion of real estate mortgages than other institutions and many members were operating successfully on a 3 percent reserve basis.

### Limits on Juvenile Policies

The proposed resolution of S. H. Wood, consulting actuary, that the congress seek to have statutory legislation restricting limits on juvenile insurance in about 12 states modified was referred to the legislative committee, the resolution being presented too late for proper consideration. Fourteen states now place no limit on juvenile insurance. Some have no restrictions after age 6.

Mr. Wells, reporting for the fraternal

## In Merger Deal



LEE J. DOUGHERTY, Davenport, Ia.

Lee J. Dougherty, president and general manager of the Guaranty Life of Davenport, becomes vice-president and director of the Occidental Life of Los Angeles which takes over his company. He will head the central western department of the Occidental Life and will carry on its activities in his home office.

code committee, suggested that the societies support Commissioner Read of Oklahoma in his campaign for re-election against S. W. Philpott, who recently resigned as secretary of the state insurance board to run against Mr. Read, who Mr. Wells said was "entirely fair to the fraternal societies."

(CONTINUED ON PAGE 9)

## American Bar Association Insurance Program Given

The American Bar Association's insurance section has a very interesting program for its meeting in the municipal auditorium, Kansas City, Sept. 28-29. J. A. Miller of Des Moines is chairman of the section. The first session will be held the morning of Sept. 28 with the address of welcome by Attorney-General McKittrick of Missouri. Mr. Miller will give the response. H. C. Spencer of Rochester, N. Y., will give his report. There will be reports of committees, fidelity and surety by P. E. Reeder, Kansas City, Mo.; unauthorized insurance by G. W. Yancey, Birmingham; life insurance by J. F. Handy, Springfield, Mass.; marine and inland marine by J. H. LaBrum, Philadelphia; casualty by M. V. Kennedy, Chicago, and automobile by R. G. Rowe, Lumbermen's Mutual Casualty, Chicago.

### Judge Gutknecht to Speak

Following the reports will be a discussion of the automobile accident problem, Judge J. J. Gutknecht of the Municipal court of Chicago, who has given much attention to the subject, speaking on "Traffic and Civic Responsibility"; F. M. Kreml of the Evanston, Ill., police department, director of the Traffic Safety Institute, Northwestern University and director of safety division International Association of Chiefs of Police, who has gained a national reputation for his safety work, will speak on "Traffic Accidents—A Legal Problem." A. M. Miller of Des Moines has as his subject "Some Legal Principles Peculiar to Automobile Accident Cases."

The annual dinner will be held that evening with Chairman Miller as toastmaster and W. L. Vandeventer of

Springfield, Mo., giving the address. There will be a general session Sept. 29 with further reports of committees: C. M. Smith, Chicago, on fire insurance law; F. E. Spain, Birmingham, on health and accident insurance; A. W. Fulton, Chicago, fraternal insurance; Ernest Woodward, Louisville, law lists; A. G. Powell, Atlanta, interpleader legislation; W. L. Clark, Baltimore, membership; C. F. Robinson, Portland, Me., workmen's compensation; Professor E. W. Patterson of Columbia University, qualification and regulation of insurance companies.

### Minority Report Scheduled

The majority report on lay adjusters will be presented by E. Smythe Gambrell, Atlanta, chairman of the committee. There will also be a minority report and dissents by J. B. Patterson, Wichita; Henry C. Shull, Sioux City, Ia.; H. D. Van Duser, Rochester, N. Y.; A. E. Brosmith, Hartford, and J. R. Snively, Rockford, Ill.

Legal angles of the new property-life insurance coverage will be analyzed by L. M. Gardner, counsel New York department, in his 10-minute paper on the New York law permitting formation of insurance companies to write policies covering depreciation and obsolescence of buildings and equipment. Prof. Wendell Carnahan, University of Louisville, will speak on the conflict of laws in relation to insurance contracts.

### To Handle Conflict Problems

Conflict problems in relation to insurance regulatory statutes will be dealt with by Professor Patterson, while similar problems in relation to insurance company management will be treated by Sterling Pierson, counsel Equitable Life of New York.

Seven simultaneous round table conferences will be held the afternoon of the first day, five on fire, casualty, and surety coverages and two on life.

### Topics for Discussion

The following relate to life insurance: Life insurance law, J. F. Handy presiding.

"The Federal Declaratory Judgment Act Insofar as It Affords Relief to Insurers Under Life Insurance Contracts," E. R. Morrison, Kansas City, and H. T. Poore, Knoxville.

"What Is the Liability Assumed by the Insurer Under Absolute and Collateral Assignments of Life Insurance Policies?" Lewis Clinton, Rochester, N. Y., and B. K. Elliott, vice-president John Hancock Mutual Life.

"The Right of an Insurer to Rescind a Contract of Life Insurance for Fraud and Misrepresentation in the Federal and State Courts," H. V. Gott, Wichita, and Ralph Kastner, Chicago, associate counsel, American Life Convention.

Fraternal insurance law, A. W. Fulton presiding.

"The Development of Fraternal Benefit Societies, Their Charities and Benevolences," Discussion led by A. W. Fulton, Chicago.

"Is There a Need for a Revision of the New York Conference Bill?" Discussion led by H. L. Ekern, Chicago.

### Prudential Managers to Meet in Chicago and Asheville

A meeting of Prudential managers from the middle western field is being held in Chicago next Tuesday, with A. E. N. Gray, assistant secretary, representing the head office. The eastern and southern managers will have a conference in Asheville, N. C., the following week. Mr. Gray will also attend that session.

George H. Chace, second vice-president, was scheduled to attend these meetings, but he recently suffered a broken knee and other injuries in an automobile accident and is still on the sick list.

## The Star-Studded Crown

Not flashing meteors, that rush across the life insurance sky and are seen no more, but fixed stars are the members of the Million Dollar Round Table, as described at the Denver Convention by the Table's Chairman, Grant Taggart, his data drawn from a questionnaire survey of the 104 members of this preeminent group. The average member:—

Age, 44 years.

An underwriter for 16 years.

Six years in life insurance before we wrote his first million.

Wrote 66.5% lives, for \$1,092,262, in 1936.

Calls on recommended strangers and friends, by appointments usually made by telephone.

42% of his interviews in his own office.

Believes that contacts are first in value, then effort, and then knowledge.

Makes 6½ calls a day.

In life insurance as in other comparable vocations, the star-studded crown of rich and enduring success is attainable only by those who obey the law, that "we build the ladder on which we rise from the lowly earth to the vaulted skies."

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

## Special Committees of Commissioners

President G. A. Bowles of the National Association of Insurance Commissioners has announced the appointment of some special committees as follows:

**Interstate Liquidation and Reorganization**—Carpenter, chairman, California; Pink, vice-chairman, New York; Harrison, Arkansas; Newbauer, Indiana; Yetka, Minnesota; Holmes, Montana; Smrha, Nebraska; McCormack, Tennessee; Hemenway, Vermont; Sullivan, Washington; and Ham, Wyoming.

**Group Accident and Health Policies (Created 1936 Annual Meeting, St. Paul)**—Bowen, chairman, Ohio; Moor, vice-chairman, District of Columbia; DeCelles, Massachusetts; Gough, New Jersey, and Pink, New York.

**Uniform Code**—Murphy, chairman, Iowa; Pink, vice-chairman, New York;

Carpenter, California; Blackall, Connecticut; Gauss, Michigan; Hunt, Pennsylvania; Neslen, Utah; Palmer, Illinois; Sullivan, Washington, and Mortensen, Wisconsin.

To prepare a qualification and examination manual for the guidance of states requiring such examinations as a prerequisite to the issuance of agents' licenses.

Newbauer, chairman, Indiana; Gauss, Michigan; Bowen, Ohio.

To study and make recommendations relative to the standardization of insurance companies' real estate appraisals and appraisal forms.

Carpenter, chairman, California; Pink, New York; Bowen, Ohio; Knott, Florida and Daniel, Texas.

J. J. Harrison, agency manager of the Union Life of Little Rock, and state director of the National Emergency Council, spoke before the annual convention of the Future Farmers of America at Hot Springs.



## TRUE PARTNERSHIP

Business associates can seal their alliance most effectively by making their respective families factors in their joint success.

Partnership life insurance will assure continuance of their business for their families should either of them suddenly be taken away.

*The Prudential has ideal policies for this purpose.*



**The Prudential Insurance Company of America**

EDWARD D. DUFFIELD, President

Home Office, NEWARK, N. J.

## Life Advertisers Planning Interesting Convention

### Program Embraces Visits to Some of the Historic Points of the Old Dominion

The Life Advertisers Association is making elaborate preparations for its convention, Sept. 19-22 at the Chamberlin Hotel, Old Point Comfort, Va. On the morning of the first day there will be a trip for three hours covering Langley Field, general headquarters of the U. S. Army Air Force. The laboratories of the National Advisory Committee on Aeronautics will be visited. There will be probably a trip to Mariners Museum in the afternoon which is a repository for marine antiquities. The business sessions will begin Sept. 20 with C. O. Fischer, vice-president Massachusetts Mutual, delivering the keynote address.

### Radio Panel Discussion

In the afternoon all hands will leave by auto for Yorktown, Jamestown and Williamsburg City and will have dinner at the Williamsburg Inn. There will be business sessions the two final days in the morning and on Sept. 21 in the afternoon. A banquet will be held the evening of Sept. 21. At the last session W. H. Jenkins, manager of publicity Young & Rubicam, will give an address. J. W. Murphy of the Life of Virginia has charge of the reservations and registration activities. R. G. Richards of the Atlantic Life is chairman of the program committee, his associates being Mr. Murphy, C. C. Fleming of the Life of Virginia and F. R. Brauer.

In the program in connection with the radio panel there will be presented two nationally known figures in the radio world, they being John Royal, vice-president and director of programs for the NBC, and John Karol, director of research for the CBS. Ed Kirby, sales promotion manager for the National Life & Accident, will be chairman of the panel. His company operates a 50,000 watt radio station, WSM.

### Survey of House Organs

W. L. Camp of the Connecticut Mutual Life is to be chairman of that part of the program dealing with house organs. In this discussion it is planned to bring out the methods which house organ editors are using to secure contributions and promote reader interest. Assisting in this discussion are R. E. Wood, Reliance Life; L. C. Cushman, Massachusetts Mutual, and R. B. Helser, Sun Life of Baltimore.

A third round table feature will be devoted to a discussion of recruiting. Special emphasis will be laid on how advertising can aid in such work. J. H. McCarroll, Bankers Life of Des Moines, will be chairman. He has been advertising manager of his company since 1928.

### New Connecticut Provisions

Commissioner Blackall of Connecticut, in his annual report, refers to some of the most important legislative changes that were passed by the general assembly.

The rules governing investments that can be made by domestic life companies were liberalized to some extent. Such companies may make loans secured by a mortgage on unincumbered real estate worth at least 50 percent more than the amount loaned. This allows the companies to loan up to 66 2/3 percent of the value of the underlying property whereas the former limit was 50 percent.

The investment requirements pertaining to bonds and stocks were made separate and distinct, provision was made for no par value stock similar to that of the New York law. Newly issued bonds or bonds never in default and which have been outstanding for less than five years, are eligible for purchase.

## Vice-President Graham of Equitable Life Heads Management Body Council

NEW YORK.—W. J. Graham, vice-president Equitable Life of New York and former president American Management Association, has been elected chairman of the association's council.

The new council was set up at the annual meeting in June. An especially strong group this year, it represents practically every phase of association work and is planning an active year. It is mainly made up of men who have served the association in other capacities, either in the various divisions or on the board of directors.

The insurance division of the council includes P. D. Betterley, assistant treasurer, Graton & Knight Co., Worcester, Mass.; Solton Engel, manager insurance department, Consolidated Edison Company of New York; George W. Guth, manager annuity and insurance department, Socony-Vacuum Oil Company, New York City; A. G. Westcott, Union Ice Company, San Francisco. Dr. Marion A. Bills, assistant secretary, Aetna Life, is a member of the office management division. H. G. Kenagy, superintendent of agencies, Mutual Benefit Life, is a member of the institute of management division.

G. F. Unger, Chicago branch manager Occidental Life of Los Angeles, lost his father, R. A. Unger, 84, of Naperville, Ill., by death this week. The father was an experienced fresco painter and in later years had turned to oil painting as an avocation. Several of his canvasses hang on the son's office wall. Mrs. Unger is still living. The couple last May celebrated their 65th year of married life.

## NEWS OF WEEK

Plans announced for hearing on revision of New York insurance code. Page 1

Life companies interested in the work that is being done by the committee of the National Association of Insurance Commissioners on uniform appraisals. Page 1

Guaranty Life of Davenport is absorbed by the Occidental Life of Los Angeles, L. J. Dougherty becoming vice-president of the latter company. Page 1

President Parkinson of the Equitable Society reports material increase in group insurance. Page 1

John E. Sullivan, head of the New Hampshire insurance department, died following a stroke. Page 1

Mrs. Dora Alexander Talley, head of Woodmen Circle of Omaha, is installed as president of the National Fraternal Congress. Page 3

Lincoln National Life gives results of its monthly survey of the purchasers of life insurance during August. Page 6

Annual meetings of leading production clubs of Occidental Life of Los Angeles are held at Troutdale-in-the-Pines, Colorado. Page 7

Head office executives of Aetna Life take interesting messages to men in the field at Colorado Springs western regional conference. Page 2

Program given for American Bar Association's insurance section. Page 3

President Bowles of the National Association of Insurance Commissioners announces the appointment of some special committees. Page 4

W. J. Graham, vice-president Equitable Life of New York, elected chairman of American Management Association Council. Page 4

National Fraternal Congress augmented by seven new member societies. Page 16



## Gleanings From Aetna Life Colorado Springs Rally

Morgan B. Brainard, president of Aetna Life at the banquet in Colorado Springs during the regional conference for agents, presented to Nick DeNezzo, supervisor of field service, a silver chafing dish. This was a gift of the ladies of the convention in appreciation of Mr. DeNezzo's attention to their comfort. He is a great favorite at the conventions and eyes were moist as they observed how deeply Mr. DeNezzo was touched at the appreciation of receiving this token.

\* \* \*

The Chicago delegation numbering 22 and headed by General Agent R. S. Edwards, always attends conventions clad in distinctive uniforms. They come and go together in a body and they go it stag. This year they were distinctively caparisoned in gray serge evening coats with red bow ties and red handkerchiefs.

\* \* \*

R. N. Howes, the mayor of Clinton, Ia., was presented by Vice-president S. T. Whatley with an inscribed gold watch, Mr. Howes being the winner of the accident and health prosperity campaign last March. He wrote over 100 policies during the month. He has completed 429 weeks of consecutive life insurance production. James Ledy of Chicago, who has been with the Aetna nearly 25 years, Mr. Whatley mentioned at the same time, has completed 600 weeks of consecutive production.

\* \* \*

Due to the illness of his wife, D. M. Skinner, Kansas City general agent, was not able to attend. A telegram of greetings was dispatched to him. A similar telegram was sent to C. V. Pickering, advertising manager at the head office, who was unable to attend because of illness of Mrs. Pickering.

\* \* \*

R. B. Coolidge, superintendent of agencies, was induced to repeat at the Colorado Springs convention the splendid talk that he gave the previous week during the Denver convention of the National Association of Life Underwriters.

\* \* \*

Mr. Whatley, in closing the convention sessions, observed that the agent must perfect his knowledge of the mechanics of the sale to the point where presentation becomes human, warm and living. Perfect technique consists of the concealing of the mechanics of the sale. Mastering of routine is not enough. There must be a burning conviction on the part of the agent that everyone who is insurable and can pay the premium must have life insurance. For the benefit of those who have this conviction but are not able to express it, mechanics are necessary.

\* \* \*

J. W. Blaney of Seattle, field superintendent for the casualty company, who is a great favorite with all Aetna people, attended the convention. E. R. Ledbetter, Oklahoma City fire and casualty agent, who represents Aetna Casualty, was at Colorado Springs for a day or two and was welcomed by the conventioners.

\* \* \*

Miss Emma Beal of Galveston is the only woman producer of the Aetna who has qualified for all nine regional conventions. She is an "R-9" producer. She is a convention favorite and performed as the stenographer in the skit featuring Joseph Smith, Houston general agent, W. H. Dallas, head office underwriting executive, and others.

\* \* \*

Arthur P. Shugg, general agent at St. Louis, was accompanied by his bride of a month. Mrs. Shugg formerly resided in Philadelphia. They were married in Crown Point, Ind., had a wedding trip to Mackinac Island and then journeyed to Colorado Springs. Mrs. Shugg thoroughly established herself as an Aetnaizer.

\* \* \*

Gordon Campbell, Little Rock general agent, journeyed to Vancouver to visit

a sister who is quite ill, before going to Colorado Springs.

Mr. Campbell and President Brainard pursued their tennis feud at Colorado Springs. Neither established his superiority. On two occasions they played two sets and each time each captured one. Both play a steady, strong game. Other tennis players who tried their skill were F. O. Ellis of Little Rock, who is a well known tournament player in his locality, and E. H. Snow, agency assistant at the head office.

\* \* \*

The prize winners in the "regionaires" golf tournament were presented with vacuum bottles in a leather case. They included Paul M. Williams, Chicago; C. N. Johnston, Oakland, Cal.; D. H. Teas, Wisconsin Rapids, Wis.; Rudolph LeBoy, Chicago; George Henselman, Portland, Ore. Winners at the women's bridge contest included Mrs. C. W. Hoeft, Oklahoma City; Mrs. A. L. McKnight, El Paso, Tex.; Miss Emma Beal, Galveston, Tex.

\* \* \*

P. M. Snider, Tacoma general agent, was proud host at a luncheon, at which President Brainard was honor guest. The piece de resistance was a 17-pound salmon that Mr. Snider had arranged to be especially transported to Colorado Springs.

Sales are easy with settlement option slide rule. Instructions included. \$1.50.

## Sanctity of Contracts Is Urged by President Wood

At the convention of the Sun Life of Canada at Jasper, Alta., President Arthur B. Wood stressed the dangers of legislation affecting the investment field. "We can understand the motives which inspire legislation having for its purpose the relief of debtors in distressed circumstances, caused by unusual economic conditions, but when such legislation is made all-embracing and enables those who are well able to meet their contractual obligations to avoid doing so, without regard to the rights or the position of the creditor, it is the duty of life insurance companies to protest most strenuously against such inroads into the policyholders' funds," declared Mr. Wood. "The sanctity of contracts is the very basis and foundation of our economic structure and must be preserved. When an emergency arises, calling for governmental intervention to afford relief to a section of the population in distressed circumstances, the cost of relief should properly be borne by the taxpayers as a whole and not made to fall on one section of the community, such as the policyholders of a life company. Our life insurance institutions have always given sympathetic

consideration towards borrowers willing to meet their obligations, but whose circumstances render them unable to do so. But there is a marked difference between this sympathetic consideration and forced concessions to those able but unwilling to meet their obligations."

## Start Regional Meetings

A series of five regional meetings of New England Mutual Life agents started this week at a gathering in Boothbay Harbor, Me., Sept. 9-11. The others will be at the Green Brier, White Sulphur Springs, W. Va., Sept. 17-18; Arlington Hotel, Hot Springs, Ark., Sept. 24-25; Hotel Del Monte, Cal., Oct. 1-2; The Cloister, Sea Island, Ga., Oct. 1-2. Each of the meetings will be in charge of and addressed by home office officials. President G. W. Smith will attend the first three gatherings and give addresses. Agents resident in the territories will be on the programs.

## Helena District Honored

A. M. Burton, president Life & Casualty, entertained representatives of the Helena, Ark., district at a dinner there in honor of the district's outstanding record.

He spoke on building for the future, followed by a round table discussion.

# MINNESOTA MUTUAL

Ranks with the biggest and best  
on the six fundamental measures.



1. Diversification of investments
2. Interest Rate
3. Mortality Rate
4. Net surplus ratio
5. Excess of income over outgo
6. Growth—10 years

On all six counts the record of the Minnesota Mutual equals or excels the average of both the 25 largest companies and the 25 largest mutuals.

For more detailed information write us for our booklet "FACTS."

**THE MINNESOTA MUTUAL  
LIFE INSURANCE COMPANY**  
SAINT PAUL, MINNESOTA

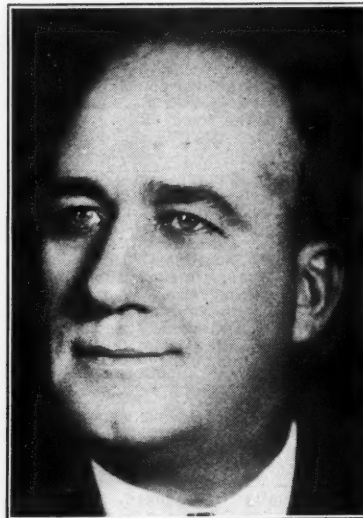
## THREE MAJOR EQUITABLE CHANGES



S. A. BURGESS



JOHN K. TAYLOR



GEORGE J. WOODWARD

Vice-president W. J. Graham of the Equitable Society announces three major changes. S. A. Burgess has been made Florida agency manager, moving from Louisville where he will be replaced as agency manager by John K. Taylor, who has been in charge at Dayton, O. The Dayton territory will be incorporated with the Cincinnati agency with George J. Woodward assuming responsibility for the enlarged Cincinnati office.

### Mr. Burgess' Career

Mr. Burgess replaces Victor E. Beamer, who died suddenly last month. Vice-president Graham and Second Vice-president V. S. Welch are making a trip through the field this week to install the three managers. The Cincinnati ceremonies took place at Dayton Wednesday, the Louisville installation was made Thursday and from there the two went to Jacksonville where on Saturday a considerable number of Florida agents will join them in the installation of Mr. Burgess.

Mr. Burgess is well known in Florida, having been district manager in both Orlando and Miami. Now he will be in command for the entire state with headquarters at Jacksonville. He graduated at Davidson College at Davidson, N. C., and joined the Equitable in 1921. He was sent to Oklahoma City as assistant cashier and while there wrote a substantial amount of business. Then

he was transferred as assistant cashier to St. Paul, remaining until November, 1925, when he was made assistant to the agency manager at Jacksonville, Fla. When a district manager was needed at Orlando he was chosen. In July, 1930, he was sent to Miami and in September, 1936, was made agency manager for Kentucky with headquarters at Louisville. In spite of the big Ohio River flood the production of the Kentucky office so far this year is 85 percent in excess of last year. In addition to his managerial duties he produced a large volume of personal business.

Mr. Taylor made an outstanding record as district manager in Oklahoma and later in Kansas City and Tulsa. He has been also a strong personal producer. The Kentucky office is one of the Equitable's strongholds as it was founded and directed for more than 30 years by the late Henry J. Powell, who died last year. Mr. Burgess was brought from Florida at that time to succeed Mr. Powell.

Mr. Woodward who has been agency manager at Cincinnati for the last year now takes charge of the enlarged office. During the year he has increased life insurance production in his area by 100 percent. In addition to the Cincinnati and Dayton consolidation the territory will include Springfield, Hamilton, Middletown and Portsmouth, O. A small Kentucky district will be transferred to

the Louisville office. Mr. Woodward is a native of Lawrence, Kansas, and became associated with the Equitable 10 years ago at Topeka. Then he was district manager at St. Joseph, Mo., where he increased the production from \$900,000 to \$2,650,000. He was appointed district manager at Wichita and while there always ranked within the first three Equitable units. He is a graduate of the University of Kansas where he was on the football team, being chosen as the All-Missouri Valley half-back. Returning from the war he was a football coach at Lawrence, Kan., high school and then at Kansas State Teachers College. In 1922 he was appointed director of athletics and football coach at Washburn College at Topeka.

### Confer on Examination Plan

In Chicago representatives of insurance departments of zone 4, comprising Illinois, Iowa, Indiana, North Dakota, South Dakota, Wisconsin, Michigan and Minnesota, met informally to discuss the examination plan for the zone. Ray Murphy, Iowa commissioner, presided. Ranking executives present were Ernest Palmer, Illinois director; P. J. Dunn, commissioner, South Dakota, and O. E. Erickson, commissioner, North Dakota. Other department officials attending included J. R. Lange, chief actuary, Wisconsin; L. H. Sanford, deputy, Michigan; Albert Burger, chief examiner, Minnesota; Lloyd Thomson, actuary, Indiana, and Roy L. Davis, assistant director; F. W. Young, special deputy, and Laurence Jost, chief examiner, all of Illinois.

### Finn Holds Open House

Leo P. Finn, new Chicago general agent Continental Assurance, held open house in his new office in the Insurance Exchange this week. Vice-presidents L. L. Johnson, H. W. Dingman, W. N. Boyden, and Ross E. Moyer, Assistant Secretary M. V. Simms, Educational Director M. D. Phipps; F. F. Robinson, treasurer, and R. J. Campbell, new business department, attended. Mr. Finn formerly was connected with the Lustgarten Agency, Equitable Society, in Chicago, averaging 150 cases a year by consistent endless chain prospecting. His business averaged about \$500,000 a year. In 1936 he led the Chicago agencies with 134 paid cases, for \$583,000, and in the first four months of 1937 paid for 77 cases for a \$168,816 total. In November he led the central department with 47 applications for \$225,000; in the "Par for Parkinson" campaign in 1936 produced 21 applications for \$138,715, and this year in the same campaign wrote 46 applications. He formerly was a Chicago newspaper and financial journal advertising salesman.

## Lincoln National Gives Survey of Purchasers of Insurance Last Month

Brokers, bank managers, and real estate company officials bought more jumbo life policies in August than did any other occupational group, according to the Lincoln National Life's monthly survey of purchasers of policies of \$10,000 or over. This classification also led in total volume of insurance involved.

Leading occupations, ranked according to number of large policies purchased last month, were: Brokers, bank managers, and real estate company officials; wholesale dealers; housewives; physicians and surgeons; retired; agents and collectors; office managers; students; retail dealers; real estate agents; automobile and accessory dealers, and dentists.

Listed according to total amount of life insurance purchased in policies of \$10,000 or more, the occupational classifications were: Brokers, bank managers and real estate company officials; managers of woolen and worsted mills; housewives; wholesale dealers; retired; physicians and surgeons; agents and collectors; retail dealers, and students.

## RECORDS

**Northwestern National**—August new business was 49 percent greater than for the corresponding month a year ago as 15 of the 20 leading agencies recorded substantial gains over their August, 1936 records. The White & Odell agency, covering Minnesota, led the way by turning in \$1,572,646 and having the best August in its history. Other leading agencies making noteworthy gains over last year were the A. W. Cray agency, Fargo, N. D., second for the month, the Detroit office, third, the Texas state agency, fourth, and the H. D. Leslie agency of Los Angeles, fifth.

**State Mutual Life**—August paid business was the greatest of any August since 1931. The gain was 22 percent over the same month last year with a large majority of the agencies participating. One reason for the showing was a round-robin baseball contest which ran for seven weeks during part of July and all of August. There is a marked decrease in first and second year lapses for the first eight months. The company is stressing quality of business in its sales campaigns.

**Ohio State Life**—On the first day of the campaign being put on in honor President Claris Adams, marking his first anniversary as president, approximately \$500,000 of insurance was written. Akron led the field, being followed by Marion, Toledo, Kansas City and Cleveland.

**Equitable Life, Ia.**—August was the best August since 1929. Paid production totaled \$5,775,519, a gain of \$1,222,412, or 26.8 percent over August, 1936. Paid production for the first eight months totals \$41,536,014.

**Farmers & Traders Life**—Insurance in force as of Aug. 31, amounted to \$41,421,979, an increase of \$2,411,150 for the first eight months.

**Bankers Life, Ia.**—It reports a gain of more than \$2,000,000 in new paid-for insurance for the three summer months as compared with the same period last year. August closed with a total of more than \$5,400,000, which was a gain of 15 percent over August, 1936. For the first eight months the total was more than \$43,600,000, a gain of 19 percent. C. B. Agness and N. A. Wilkerson, both of the Indiana agency, ranked first and second, respectively, among all salesmen in the writing of new insurance during August.

## Tennessee Supervisor

Mid-western life insurance company, writing non-participating insurance, offers a State Supervisorship for the State of Tennessee. The company has a complete and saleable line of policy contracts and a liberal agency commission arrangement to agents.

We are looking for a man who has had some training and motivating experience and who is well acquainted over the State of Tennessee. We prefer a man not more than fifty years old.

If you have the above qualifications and would be interested in a permanent connection on a salary, commission, bonus, and expense arrangement, we would like to hear from you.

ADDRESS G-34, THE NATIONAL UNDERWRITER



## Stimulating Program at the Occidental Life Rally

### Leading Producers at Colorado Session Learn of the Company's Rapid Progress

By FRANK W. BLAND

Members of Los Conquistadores Club—the quality set—of Occidental Life of Los Angeles, gathered at Trousdale-in-the-Pines, Col., for their second annual roundup. The club was christened by Howard Brace, Occidental secretary, two years ago. As a student of California history, he detected similarity of spirit between his company's field force and that of the early Spanish settlers in California.

The main event was one that was unscheduled. On Monday evening during the convention, the party ascended the heights near the hotel for a steak fry. Before the meal was ready, a mountain cloudburst occurred that drove the Conquistadores to shelter. This was an eventful storm that did considerable damage in the neighborhood and was broadcast over the radio. The radio announcer reported that about a foot and a half of water was flowing through the hotel dining room at the height of the storm. As a matter of fact there were about two inches of water but that was plenty.

#### Strides of Company

The conventioners were impressed with the strides that Occidental Life is making and the morale of the field force is high. The conventioners were told that in 1936 Occidental Life was first in the country in respect to percentage of increase in insurance in force. It was fourth in its home state in dollar production. Insurance in force at the time of the convention stood at \$320,000,000 and with acquisition of the business of the Guaranty Life of Iowa, the company expects to close the year with in excess of \$400,000,000 in force.

In August of this year, Occidental Life recorded a production gain of 30 percent over the same month a year ago.

Charles E. Cleeton, Los Angeles general agent, succeeded himself as president of the club by reason of his record as to production and persistency.

The convention opened with a dinner Sunday evening. Vice-president V. H. Jenkins gave the welcoming address.

John Morrell, the famous rapid fire speaker, who is a sensational producer for the Equitable Society in Chicago, gave a talk on "Wills, Living Trusts and Business Insurance." As usual Mr. Morrell astounded his listeners with his ability to handle such complicated material so fluently.

Mr. Cleeton presided at the Monday morning session. Vice-president Jenkins gave a talk: "The Price of Success," in which he impressed upon agents the necessity for self-discipline and self-development.

"More Per Premium Dollar," was the subject of an address by Verner Leckie, director of advertising.

Robert F. Benjamin, group supervisor, in his talk, declared that Occidental has about \$50,000,000 of group insurance in force, which he claimed was the largest of any Pacific Coast company. Occidental Life, he said, is now writing group insurance at the rate of about \$1,000,000 per month.

Robert F. Freeman of the home office agency was the first speaker at the afternoon session of that day. "Human Interest Appeal in the Interview," was his subject. He advocated the use of human interest stories selected from actual experience or from that of others. A. A. Bernard, Eugene, Ore., talked on "Life Insurance for the Small Business," and Charles E. S. Walls of Winnipeg spoke on "Low Cost Protection: The Family Income Rider."

In a period designated as the "app maker forum," two producers who had

## Life Insurance Attracting Many Former Football Stars

Life insurance is attracting more old football men and coaches each year. The list in Kansas is especially outstanding. Dwight Ream, recently appointed district agent of the Northwestern Mutual at Topeka, is an old Washburn star and coach. Harold Grant, ace football star at the College of Emporia, and for the past several years coach at the Missouri School of Mines, has joined the Equitable Society at Emporia, working under Lindsay Austin, manager at Topeka. Ernest Berg, with the Hussey Agency at Topeka, is also a former Washburn star and later coach at Nebraska, Illinois and Washburn. "Rook" Woodard, for some years coach at Hays State and Washburn, a former K. U. star, is with the Equitable Society, for some years being manager at Wichita.

captured prizes for their sales talks, gave demonstrations. They were L. E. Duncan of Dalles, Ore., and E. A. Muller of Oakland, Cal.

Lester S. Roscoe gave a talk: "Don't Sell Your Friends."

Dwight L. Clarke, executive vice-president, was the first speaker Tuesday morning. "The Other Half of Your Income" was the subject of an address by Robert D. Crow, agency assistant. The other half, Mr. Crow declared, is persistency and conservation.

Buryl Blevens, branch manager at San Diego, gave a talk, "Five Years of Occidental Life."

F. B. Alldredge, superintendent accident and health department, announced a new line of commercial accident and health forms.

That afternoon the golf tournament was held. B. J. Dickson was chairman of the committee in charge. That evening was held the banquet of the leading producers club with Mr. Cleeton presiding. The feature was a special showing of Paramount's picture of the year "Make Way For Tomorrow."

On Wednesday sight seeing trips were taken in the morning and afternoon and the concluding convention feature was a banquet that evening with Mr. Jenkins presiding.

John A. Gordon, who has been with Occidental Life 16 years, is first vice-president of Los Conquistadores Club. Hoit M. Leisure, who is second vice-president of that club, and first vice-president of the Leading Producers Club, was unable to attend because of his mother's illness. Harry E. Tandy is second vice-president of Leading Producers Club.

Mr. Jenkins in his talk on "The Price of Success" declared that he has never seen a man who has made a success who did not have "the innate ability to discipline himself, to govern himself, and to go it alone."

"Self-discipline," he said, "calls for alertness, hard work, concentration, enthusiasm and imagination. Self discipline is all embracing. It furnishes the ignition; it controls the flow of power, it accelerates when required, and slams on the brakes on dangerous curves. It gives free wheeling on the open road and unlimited power up the hill."

Mr. Jenkins estimated that from 50 to 90 percent of an agent's success depends upon his prospecting methods, but the average agent, he declared, spends not more than 5 percent of his time in this work. "A systematic plan of selling must be backed by a systematic plan of prospecting or securing leads," he said. "The agent who has some place to go every day will work. Nothing will slow an agent up or drive him into a slump more quickly than lack of a place to go."

"I have never seen a man make a continuous success who did not like life insurance to a degree of fanaticism and absolutely believe in the humanitarian service to be rendered," Mr. Jenkins declared at another point.

# IT TOOK ALL 3



## B. M. A. Salesmen Earn Trip to

## Del Monte By Offering

## COMPLETE PROTECTION

B.M.A. Salesmen will attend the eighth annual All Star convention of the Company at Del Monte, California, this month. Just another advantage they have in representing the B.M.A.!

Undoubtedly a large percentage of the salesmen qualified for this meeting due to the fact that they have all 3 forms of PERSONAL PROMOTION to offer their clients—ACCIDENT, HEALTH and LIFE PROTECTION.

# BUSINESS MEN'S ASSURANCE CO.

Kansas City, Missouri

W. T. Grant, President

J. C. Higdon, Vice-President in charge of sales

## Interesting Survey Made by Northwestern National

### Average Annual Income of Families Has Increased Since the Depression

MINNEAPOLIS—Four out of five middle-class families have increased their annual income an average of \$437 since the depression, according to a survey completed by the Northwestern National Life.

The study, based on a questionnaire investigation among 25,000 policy-holder families in 43 states, shows the present income of the families taking part in the survey to be \$2,401 annually, as compared with \$1,964 at the bottom of the depression, an increase of about 22 percent.

Twenty-one percent of the heads of the reporting families stated that they had not had any increase in their earnings as times improved, while 79 percent showed gains in annual income averaging \$437 per family.

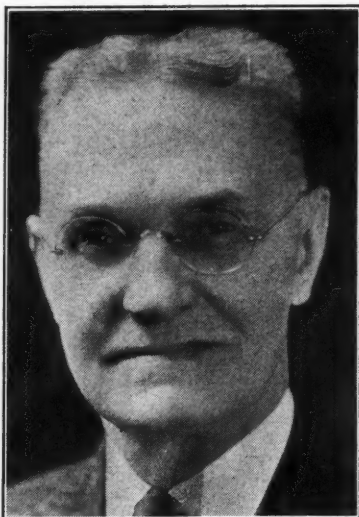
### Percentage of Homes Owned

Homes are owned by 41 percent of the families in the survey, averaging \$5,181 each in value; 57 percent are mortgaged for an average amount of \$2,610, or approximately half their value. Of the tenant families, 73 percent expressed their intention of some day owning homes.

Automobiles are owned by 77 percent. Of this group, 65 percent bought their cars new and 35 percent purchased used cars; 16 percent intend to buy new cars within the next twelve months.

The average amount of life insurance carried is \$7,406 per family. Savings are being laid aside in one or more ways by 59 percent of the families; 38 percent keep a budget of income and

## Advertising Leaders



ARTHUR A. FISK, Prudential President



ARTHUR H. REDDALL, Equitable Secretary-Treasurer

The meeting of the Insurance Advertising Conference will be held at Briarcliff Manor, Briarcliff, N. Y., Sept. 12-14. A. A. Fisk of the Prudential is president and Arthur H. Reddall, Equitable Society, is secretary-treasurer. This organization is composed of the advertising and publicity men of all classes of companies.

outgo. The average age of the heads of families reporting is 35; their families average two children each, according to the study.

Charles J. Stern, general agent Union Central Life, Cincinnati, with Mrs. Stern, have just observed their 55th wedding anniversary. Mr. Stern has repre-

sented the Union Central 39 years. He was president of the Cincinnati Life Underwriters Association 20 years ago and served as a member of the executive committee of the National Association of Life Underwriters two years. Both Mr. and Mrs. Stern are natives of Ohio and Mrs. Stern was born and educated in Cincinnati.

## Butz Named in Indianapolis by the United States Life

NEW YORK—The United States Life has appointed Paul F. Butz general agent in Indianapolis, succeeding H. D. Kendrick. Mr. Butz has been in insurance work at Lafayette, Ind., since 1926 as agent for the Travelers, the Monumental Life, and more recently the Pacific Mutual.

## Deans Club Hears Neslen

SALT LAKE CITY—Commissioner Neslen addressed the Deans' Club, local organization of veteran life insurance field men, relating personal reminiscences. John D. Spencer, New York Life, president of the club, gave highlights of the recent convention of the National Association of Life Underwriters in Denver.

## Commonwealth of Louisville

In speaking of the Commonwealth Life of Louisville insurance in force, it was stated in the last issue that the figure was \$48,000,000. The correct figure is \$148,000,000.

## Bork Takes State Post

J. F. Bork, former manager of the loan department of the Volunteer State Life, has been appointed supervisor of the Chattanooga division of the Tennessee department of finance and taxation.

One salesman compares his business to dropping names into a great kettle. While they remain stewing in the kettle they are just names. After they are called on they go down from the bottom of the kettle through a vertical pipe which later branches out to three smaller kettles. One is labeled, "Closed Cases"; the second, "Eliminations," the third, "Deferred Prospects." One must constantly be feeding names into the big kettle if he is to be successful.

# 1907 Thirtieth Anniversary 1937



## HENRY HELPSSELL

### Says -

Jefferson Standard's current campaign in Holland's Magazine—reaching thousands of better homes in the South—is one of the many types of Home Office assistance effectively used by Jefferson Standard representatives to break production records during the Company's Anniversary Year.

A. R. PERKINS—Agency Manager



## Jefferson Standard Life Insurance Co.

JULIAN PRICE PRESIDENT

GREENSBORO, NORTH CAROLINA



## Great West Life Names Baker Superintendent of Agencies



H. A. H. BAKER

The Great West Life has appointed H. A. H. Baker superintendent of agencies. Mr. Baker was formerly manager of the Toronto No. 1 branch, prior to which he had managed agencies in Winnipeg, Man., Sherbrooke, Que., New York city, and Minneapolis, his experience in field work having extended over about 30 years. He has been active in association work, having been vice-president of the Quebec Life Underwriters' Association, president of the Minneapolis Life Underwriters' Association, president of the Minneapolis Life Managers' Association, and during the current year being chairman of the membership committee of the Life Underwriters' Association of Canada, and president of the Life Managers' Association of Toronto.

## Mrs. Talley Chief Congress Officer

(CONTINUED FROM PAGE 3)

Mr. Wells told of the conferences his committee had with the sub-committee of the National Association of Insurance Commissioners on blanks. Uniformity in the laws affecting fraternal societies also is sought.

It was moved that the incoming president appoint a committee to confer with the insurance commissioners; that cooperation be obtained from societies not members of the congress; that the committee cooperate with the commissioners' sub-committee; that the committee report to the Presidents' Section of the congress; that the Presidents' Section take suitable action, and that the congress accept the recommendations of that section.

### Miscellaneous Topics Up

The distribution committee recommended that the taxation, legislation, insurance commissioners and social security questions mentioned in President S. H. Hadley's report be referred to the proper committee, J. G. Daly, United Commercial Travelers, giving the report.

Action and discussion at the various section meetings were reported by a representative of the section concerned. R. F. Allen, Law Section, said that Tennessee demanded a franchise tax and Utah a premium tax. An appropriation of \$300 was asked for the section. There are 33 state fraternal congresses, according to G. W. Baumann, Macca-bees, state congresses section. There are no state congresses in Delaware, New Mexico, South Carolina, Missis-

sippi, Georgia, and Louisiana. Mr. Baumann said it was significant that a premium tax bill passed in New Mexico, which had no state organization.

President Hadley in his report stated that there was a lack of sufficient funds to carry out certain objectives, which had been done at the expense of the individual societies. B. C. Marks, A. O. U. W. of North Dakota, put before the membership the question of increasing membership fees in an equitable manner to produce sufficient additional funds. At the present, the fee is based on a \$50 minimum with a charge of \$2.50 per 1,000 members, the maximum fee being \$6.00.

Memorial services for 23 executive officers who died in the past year were feelingly conducted by E. M. Mason, Ben Hur Life.

## Foreign Company Operations in the United States

WASHINGTON, D. C.—The Department of Commerce in its annual report on the balance of international payments shows that the net outflow of funds from this country on account of the operations of foreign insurance companies in the United States was \$42,100,000 as compared with \$30,800,000 in 1935. The inward movement of funds from the operations of American companies abroad, principally from Canada, was \$15,300,000, a decrease of \$1,000,000. There are 10 foreign life companies operating in the United States. The foreign operations of United States companies now are confined chiefly to Canada. The life insurance premiums of foreign companies last year amounted to \$85,000,000 as against \$82,000,000 the year before.

### Former Officials Indicted

Two former officials of the defunct Independent Life of Nashville—Paul Robert, president and Miss May J. McGuire, secretary—have been indicted by the Davidson county grand jury at Nashville on charges of false entries on company books and the making of false reports to the Tennessee department. Each made bond of \$5,000. Most of the business of Independent Life was reinsured after receivership in the Standard Life of Jackson, Miss.

### Minninger Brooklyn Speaker

Frank M. Minninger, Jr., Newark manager Connecticut General Life, will address the W. H. Kee agency in Brooklyn, Sept. 13, on "Romance in Records." On Oct. 4 Manager Minninger will start an "accident class," which will be held every Monday during the month. Speakers will be J. F. Crofoot, agency assistant at the home office; J. S. Dey, supervisor of the agency, and Mr. Minninger.

## No Inheritance Tax on Illinois Insurance

**Question**—I noticed some comment to the effect that under a new law, and I think it was Illinois state law, but it may have been federal, that life insurance left with a trustee would not have the usual life insurance exemption on inheritance tax. Please tell me if you know what I am referring to and what it is about. Illinois has had an exemption of \$50,000 of estate left to wife or children. Is that still continued? Federal inheritance tax law exempts \$40,000.

**Answer**—Illinois has no state inheritance tax on life insurance payable to a named beneficiary. We think you must be somewhat confused in the reference you make to exemption in a trusteeship. So far as estates left to immediate members of the family, there is an exemption of \$20,000 in Illinois for each beneficiary. Then there is a tax of 2 percent on the first \$50,000, 4 percent on the next \$100,000, 6 percent on the next \$100,000, 10 percent on the next \$250,000 and 20 percent over the \$500,000.

Until he's grown and educated there must be money every month

Such a tiny hand for a "grown-up" job... so uncertain, so badly needing guidance! Doesn't it bring to your mind, poignantly, how rare money years stretch ahead before he'll be grown and able to take care of himself?

And through all the years between, how much he'll need a home made secure by your pay-checks! The thought makes every clear the kind of life insurance you ought to have—the kind that would provide money every month to pay inescapable bills.

With this insurance, new and unique, you can leave your family \$100 every month, \$200 every month for twenty months after your death. And then it would provide your wife a fund to keep her in security the rest of her life.

You can afford this money every month protection for your baby and his mother right now, if you earn \$45 a week or more. If your salary is larger, you can insure your wife for more than \$100 a month. Send in your name today for more information on this plan.

**YOU CAN LEAVE \$100 EVERY MONTH FOR 20 YEARS if you're earning \$45 a week or more**

Developed by The Union Central Life, a 70-year-old institution that offers all approved life plans, and with over a billion dollars in force.

Check up on Multiple Protection now! See how much more protection it lets you give your family—per dollar invested by providing money as they would need it, every month, instead of in a lump sum. Full details in a very interesting booklet will be sent you by mail without slightest obligation. Just send the coupon below.

THE UNION CENTRAL LIFE INSURANCE COMPANY  
Cincinnati, Ohio

Please mail the booklet that explains clearly how I can save my family the vital protection of money every month.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

"ONE GOOD PICTURE is worth a thousand words," says the Chinese proverb. This picture, reproduced from Union Central's August magazine ad, contains a full sales talk for fathers on the need for *money-every-month* protection... an income continuing over the many years till those uncertain baby hands grow big and capable.

The made-to-order solution for this problem every father faces is *Multiple Protection*... a plan so practical for fathers, so easily salable that it has accounted for over 40% of Union Central's recent business.

**The UNION CENTRAL LIFE Insurance Company**  
CINCINNATI, OHIO

## EDITORIAL COMMENT

### Specialized Vocational Training

THERE is great interest today found in agency circles concerning the effect of what might be termed the specialized vocational education that may help in the appointing and training of agents. Some of these men who have delved rather profoundly into the more scientific phases of salesmanship and their adaptation to life insurance production are giving a very good account of themselves. For instance, VINCENT B. COFFIN who becomes second vice-president of the CONNECTICUT MUTUAL LIFE, being advanced from superintendent of agencies, is a man who has had particularly efficient schooling for his job. When he graduated from WESLEYAN he took the CARNEGIE TECH life insurance training course and then for two years was director of the NEW YORK UNIVERSITY life insurance training course. He was an agent in the field, he served as assistant general agent and general agent. His work, it may be said, has been along educational lines. He has

written on life insurance selling, he was chairman of the sales training division of the AMERICAN MANAGEMENT ASSOCIATION and acted in a similar capacity with the LIFE INSURANCE SALES RESEARCH BUREAU of Hartford.

The very practically minded agency production men may take a stand against what might be called more modern and scientific methods. They rely largely on the human qualities, the knowledge some people have of human nature and a very vivid personality. They believe in the ground floor methods. The difficulty may be that there are people who desire to sell who have not all the natural gifts but can be balanced and strengthened materially through processes with which men like Mr. COFFIN are acquainted. Today we are seeking quality salesmen. We all are interested in any influences or schooling that will make life insurance men more capable.

### Practical View of the Future

THE address of COL. C. B. ROBBINS, manager and general counsel of the AMERICAN LIFE CONVENTION, before the NATIONAL FRATERNAL CONGRESS on investments was very practical in the conclusions drawn. He sees a long time period of low interest rates. He finds nothing in the skies to predict any change. The government, he declared, is interested in keeping rates down.

The question of what to buy at this time is difficult to answer. He did utter a word of warning as to municipal bonds, saying that the taxing power of the authorities

issuing them is frequently not sufficient to retire the principal and pay the interest. One of the interesting things that Colonel ROBBINS brought out was that the real estate owned by life companies in many respects is paying more than the original return on the mortgages which were foreclosed. Life companies have brought to the handling of their farms and city real estate that they had to take over, a thoroughly business-like and intelligent system. They have applied good business sense and scientific principles in the management of their properties.

### Vexing Question of Settlement Options

COMPANY executives are giving much attention to the vexing question of settlement options because of the liberal provisions made some years ago whereby interest rates are guaranteed for many years and various stipulations are made as to settlement of life insurance estates. Companies realize that they are really acting as trustees without compensation. They are assuming all the responsibilities and obligations of a trust company and yet no trust company will guarantee a continuation of interest rates from year to year. Furthermore the trust company charges for its service.

There are many life insurance trusts that are devised through the use of life insurance. Life insurance is made part of a trust. There are many rather com-

plicated settlement clauses. Very frequently the contingent or second beneficiary is brought into the picture and is given the opportunity to become the residuary of liberal provisions. The problem involves more than the guaranteeing of interest for many years to come. The expense connected with the handling of these funds actually means much increased overhead. The legal expense is considerable because that department must look after these various trust agreements and complicated settlement proposals. Life companies naturally are subject to lawsuits if there is any violation of an agreement.

The investment of the funds on hand and the administrative work in looking after the investments entails extra expense. Altogether companies are finding

it necessary to relieve themselves of some of these liberal obligations that were assumed in days gone by when the profits were greater and the extra expense could be absorbed without diffi-

culty. The companies then felt that this might be a service that could be given policyholders and beneficiaries but at the present time the expense is entirely too great.

## PERSONAL SIDE OF BUSINESS

**Harry A. Hopf** of Hopf, Kent, Willard & Co., management engineers and accountants in New York City, who is well known to the insurance fraternity, will leave Sept. 16 for a trip to Europe to attend the International Management Committee in Paris Sept. 24-25.

**Michael J. Cleary**, president of the Northwestern Mutual Life, has been elected a director of the Milwaukee Country Day School, an exclusive school for boys. **Bradlee Van Brunt**, president of the George H. Russell Co. agency, is secretary, and **C. D. James**, Northwestern National Fire, is treasurer.

**C. F. Hobbs**, insurance commissioner of Kansas, is still in a hospital at Topeka, recovering from injuries suffered a few weeks ago in a bus accident. He suffered injury to the sciatic nerve.

**R. A. Vandegrift**, branch manager Occidental Life at Sacramento, Cal., was married to Ella B. Rawlings, head of the physical education of Chico State College. He was director of finance of California prior to entering life insurance work two years ago.

In recognition of having completed five years in which he wrote a minimum of two applications a week for life, accident and health insurance, **Herman L. Schindler**, general agent for the Old Line Life of Milwaukee for Green Grant, La Fayette and Iowa counties in Wisconsin, was presented a gold watch at an informal ceremony by President John E. Reilly at the home office. The total number of applications in the five year period is 546. Mr. Schindler, who lives at Monroe, Wis., started as a part time agent in 1919. He has built up a business which totals more than \$3,000,000 in life insurance in force today.

President **George Godfrey Moore** of the National Reserve Life of Topeka is a very enthusiastic horseman. "Night Storm," his horse, won first place ribbon in the three gaited competition at the Iowa state fair. "Lady Jane," another of Mr. Moore's entries, won first place in the five gaited mare competition last week.

**William O. Cord**, manager of the Penn Mutual Life at Dayton, O., under C. J. Iredell, general agent in Cincinnati, and personal producer and life member of the Million Dollar Round Table, has been spending some time at Sapphire, N. C., with Mrs. Cord, who is recuperating from an illness. Mr. Cord will be at his desk in a few days.

**Jeff Gros** of Memphis, general agent of the State Mutual Life, has broken two records. The agency, which was established in 1904, insured more lives in August than in any other month of its history. It also exceeded the amount of insurance paid for in any one month. Mr. Gros was appointed general agent in March of this year. He is a former

president of the Memphis Life Underwriters Association.

**Talmage Smith**, supervising assistant of the Katz agency, Mutual Life of New York, in Portland, Ore., recently was married at Vancouver, Wash., to Miss Erica G. Buzy of Chicago. Mr. Talmage formerly was an agency organizer in the Hastie agency of the Mutual Life of New York in Chicago and was vice-president Chicago chapter C. L. U.

Despite the fact that during August **Isadore Samuels**, Denver general agent for New England Mutual, was able to be at his office only a few hours, the production of the agency was 40 percent ahead of August of 1936. Mr. Samuels was chairman of the local committee for the Denver convention of the National Association of Life Underwriters and hence had to abandon practically all attention to his own business during August.

**J. B. Anderson**, 83, for a number of years general agent of the Prudential, died at the home of his son in Zanesville, O.

**H. K. Lindsley**, president of the Farmers & Bankers Life and treasurer of the Wichita Rotary Club was featured in an article in the club's publication "Round & Round."

**Vaughan Griffin**, general agent Northwestern Mutual Life at Manchester, N. H., is recovering from a minor operation. W. H. Griffin, his son, who finished at Harvard last spring, has become associated with the Manchester office as a soliciting agent.

**Luther Allen**, general agent Northwestern Mutual Life at Atlanta, is convalescing from a recent operation for appendicitis and is gradually resuming his business duties.

**Lloyd T. Binford**, founder and chairman of the board of the Columbian Mutual Life, Memphis, was married at Gulfport, Miss., to Mrs. Jennie McCallum, also of Memphis. From Gulfport, Mr. and Mrs. Binford went to New Orleans to join the party of five governors in the Labor Day sailboat races.

### Michigan Actuaries Plan Year

DETROIT—L. W. Schleh, of Nelson & Schleh, consulting actuaries and president of the Michigan Actuarial Society has appointed Walter O'Connell, actuary Conductors' Protective, chairman of the program committee for the coming season. Kendrick Stokes, statistician, Michigan Mutual Liability, heads the entertainment committee and John Abernathy, actuary, Life of Detroit, the membership committee. The first fall meeting will be held this month.

**Fred W. Holsinger**, Pomona, Cal., agent of the General American Life, completed 100 weeks of consecutive weekly production.

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## NEWS OF THE COMPANIES

### Rehabilitation Plan Upheld

#### Michigan Supreme Court Denies Plea of Policyholder to Upset Detroit Life Reinsurance

LANSING, MICH.—Citing the fact that the reinsurance of the defunct Detroit Life by the Life Insurance Company of Detroit has been satisfactory to an overwhelming majority of policyholders and that rehabilitation proceedings have gone on smoothly and equitably, the supreme court of Michigan refused to intervene in the case. This apparently means that the state courts will leave the entire matter in the hands of the federal court, which originally approved the reinsurance transaction.

The case before the supreme court of Michigan was an appeal from the circuit court of Ingham county, denying the petition of David Whitehorn, holder of a \$1,000 policy in the old company, to upset the reinsurance arrangement on the ground that the lien on old policies was inequitable. The supreme court upheld the decision of the circuit court.

#### Transferred to Federal Court

The Detroit Life reorganization began in the state courts in June, 1935, when Commissioner Ketcham was appointed receiver. In September of that year the case was transferred to the federal court, on petition of a policyholder and over the objection of the commissioner. J. A. Reynolds, who was appointed receiver by the federal court, took over the assets of the old company and in February, 1936, transferred them to the Life of Detroit, under an agreement of reinsurance authorized by the federal court and approved by the Michigan commissioner. The case has remained in the federal court ever since and it appears likely that no further move will be made to give jurisdiction to the state courts.

The Michigan supreme court pointed out that only 13 policyholders having insurance aggregating \$29,000 have dissented from the reinsurance agreement approved by the commissioner, whereas over 30,000 policyholders, with insurance in excess of \$30,000,000, have consented. Justice Chandler pointed out that reversing the acts of the new company and the receiver in dealing with the assets of the old company over a period of more than a year, with the approval of the federal court and the commissioner, would be virtually impossible, would work gross hardship on consenting policyholders, create countless legal problems and would generally throw the entire reinsurance transaction into hopelessness and unnecessary confusion.

The court did not comment directly on the question of jurisdiction of the federal court over the receivership and reinsurance, but it appears unlikely that this question will be raised again.

The decision does not entirely eliminate the possibility of further objections, but it indicates that they will have to be heard in federal court. Federal Judge Moinet will conduct a hearing on Sept. 15 at which the sale of Detroit Life assets to the new company will be reviewed.

### Pacific Mutual Shows Good Gains for First Half-Year

The Pacific Mutual Life's insurance in force June 30 was \$613,292,909. It states that the lapse ratio at present is normal. Income for the six months showed a satisfactory excess over disbursements. The mortality ratio was 53.7 percent of the expected, which was even more favorable than last year. Effective May 1, dividends to participating policyholders were increased by 25 percent.

"More than 18,900 individual applica-

tions for insurance were received the first six months and \$12,000,000 of new life insurance was paid for. Present indications are that considerably more new insurance will be written in the second half of the year.

With current excess of income, President A. N. Kemp estimates that assets will increase this current year at an average rate of \$750,000 a month. The company has invested \$13,000,000 in high-grade securities, substantially increasing the current amount of company funds earning interest.

### Jefferson Standard Had Fine August Campaign

The 30th anniversary campaign, conducted by the agents of the Jefferson Standard Life during August, produced new business \$8,617,000. This represents the largest volume produced so far during any month in 1937.

Direct mail was the feature and agents report a more consistent selling schedule as a result of the self-imposed follow-up. All applications were rated by agents from the standpoint of quality and each agent furnished an application rating card.

The Los Angeles agency, with J. H. Sewell as manager, won the cup and will retain it until August 1938.

The business shows an increase of 8 percent over the first eight months, the actual volume paid for being slightly more than \$33,000,000. The increase in paid business and the big decrease in the lapse rate point to a successful end in the drive to reach a new high in insurance in force by Dec. 31. The goal is \$371,000,000.

### O'Malley Gives Assets to Federal Reserve Receivers

JEFFERSON CITY, MO.—Superintendent O'Malley has turned over \$250,000 in securities deposited with the insurance department by the United States Reserve to J. F. Rhodes and W. R. Baker, ancillary receivers for the Federal Reserve Life in Missouri. Mr. O'Malley has been contesting the transfer of the securities but in order to avoid posting a bond to guarantee against diminution in the value of the securities pending the appeal, he turned them over to the receiver with the provision that they must remain within the jurisdiction of the federal district court. The Federal Reserve Life was reinsured by the Occidental Life of California.

#### WILL NOT REMOVE SECURITIES

KANSAS CITY—George E. Brammer, attorney for the Occidental Life, has indicated that the company does not intend to remove any of the assets of the Federal Reserve Life from Kansas until liquidation of the assets is completed. The reinsurance contract by which Occidental took over the Federal Reserve, and stipulation by the Kansas federal court provide that the funds shall not be removed from the court's jurisdiction. The company has withdrawn from the Kansas commissioner securities from the Federal Reserve fund, but this has not removed them from the Kansas court's jurisdiction.

### Seeks to Liquidate

LINCOLN, NEB.—Insurance Director Smrha has applied to the district court for an order of liquidation of the affairs of the Cosmopolitan Old Line which has been in the hands of the department for nearly a year placed there because of the mass of litigation in which it had been involved by action of various policyholders. The court has issued an order on all persons interested to



**WHAT CAN YOU GROW HERE?**  
*We Grow Men!*

There's a story told about an immigrant landing on the shores of America, eager to find land and plant his crop.

Spying a grizzled pioneer at a corner of his field, the immigrant approached and asked "What Can You Grow Here?"

The old pioneer lifted his weather-worn face, and replied "Partner, we grow men here!"

In much the same spirit, this institution surveys its field force of some 3500 men who serve it in twenty-one states stretching from the Atlantic to the Pacific.

"We grow men here, too."

... ambitious men; trustworthy men; men who forge ahead to earn for themselves the commanding positions awaiting them in an ever growing organization.

We're proud of the growth and the record it has been our privilege to make in recent years—but we're more proud of the men who made those records.

We grow men here—and when we stop doing that, we ourselves shall no longer grow.

**The NATIONAL LIFE AND ACCIDENT Insurance Co., Inc.**



HOME OFFICE, National Building, NASHVILLE, TENN.  
C. A. CRAIG, Chairman of the Board, W. R. WILLS, President



THE SHIELD COMPANY

show cause by Sept. 13, and the hearing is set for a week later.

Mr. Smrha said that he had been advised by his attorneys that an order of liquidation is necessary before title can be passed to any purchaser. Representatives of several companies have contacted him on the possibility of sale. There is \$1,300,000 of life insurance outstanding.

### Oklahoma Company Reinsures

The Old Line Life of Oklahoma has reinsured and taken over the business and assets of the Great Southwest Life of Oklahoma City. The retiring company had \$1,280,000 in force, which gives the Old Line Life a total of approximately \$2,000,000.

### Report on Register Life

The final report of Commissioner Murphy, of Iowa, as receiver of the Register Life of Davenport, and his assistant, John J. Shambaugh, who was in actual charge of the receivership, was filed in Scott county district court. A hearing is being held this week on the report which looks to discharge of the receiver whose only remaining functions are the execution of formal documents of title conveying assets to the Guaranty Life of Davenport.

Charter of the North America Mutual Assurance of Richmond, Va., has been amended, changing its name to the North America Assurance.

The American United Life of Indianapolis and the Service Life of Omaha have withdrawn from Georgia.

## COMPANY MEN

### Rex Bixby Goes to Old Line

Becomes Superintendent of the Health and Accident Department at the Milwaukee Home Office

Rex Bixby of Denver, Colo., who installed the insurance department for the National Cooperative Insurance Co. of Denver and had charge previous to that of the accident and health department of the Colorado Life, has become superintendent of the accident and health department of the Old Line Life of Milwaukee and will work in conjunction with Manager H. A. Woodward of the department.

Mr. Bixby was injured while serving as flying instructor during the world war. He took a homestead in Wyoming and became an agent of the Bankers Life of Nebraska. He later became state supervisor and then agency manager for Nebraska. Following an extended illness he served as associate editor of the "Insurance Field." Later he became supervisor of the Aetna Life in Arkansas and Louisiana, raising the production from \$14,000,000 to \$20,000,000. Then he was appointed home office supervisor of agencies of the old Bankers Reserve Life of Omaha. During recent years Mr. Bixby has done consultation work for companies, reorganizing a number of departments. When leaving Denver he was given a testimonial dinner and was presented with an elaborate golf bag.

Mr. Bixby is a writer and is the author of a number of short stories and business articles. He prepared a book of insurance sales stories that had quite a wide circulation. He also wrote an accident and health sales manual. The Bixbys have established their home in Milwaukee. He has been active in civic affairs and was secretary of the Volunteers of America for the mountain states.

### A. D. Reiley Is Promoted

A. D. Reiley, superintendent of risks at the head office of the Mutual Life of New York, has been made assistant manager of selected risks. He started with the company in 1896 in the selection divi-

sion and was made assistant inspector in 1909, and in 1929 was made supervisor. He was first president of the Home Office Life Underwriters Association.

### Cartwright Working in Nebraska

A. S. Cartwright, supervisor of the central states division of the Northern Life of Seattle, is now doing organization work in Nebraska, where he went after attending the Denver convention of the National Association of Life Underwriters. The company has several licenses pending in middle west states.

Mr. Cartwright is establishing headquarters at Lincoln, where an office is being opened. However, he will move to other states, establishing branch offices and doing organization work. The company recently expanded its operations into the middle west field, having confined operations to the coast and mountain field since organization 31 years ago.

E. L. Buchanan of the Arthur J. Hill agency of the State Life of Indiana in California has completed 28 consecutive months of "app-a-day" production. During August he wrote 51 applications.

visiting agents enjoyed surf bathing, sea fishing and golfing.

### Move Branch to Springfield

The Decatur, Ill., branch office of the New York Life has been moved to the Illinois building, Springfield, Ill. About 15 Decatur employees have been transferred. R. J. Dunning is agency director and F. E. Crafts is cashier.

J. F. Townes of Little Rock has established district offices of the Dixie Life & Accident in the Pence building, Conway, Ark.

Ray L. Short has been appointed head of the estate planning department of the Cedar Rapids, Ia., office of the Equitable Society under Manager Ray T. Moore.

## LIFE AGENCY CHANGES

### U. S. Life Names J. T. Janszen

To Be General Agent in Chicago, Where He Was Formerly Manager for G. A. Lloyd Agency

The United States Life has appointed J. T. Janszen as its general agent in Chicago and vicinity. His office is at 111 West Washington street. Miss E. A. Munz continues as agency cashier.

Mr. Janszen was born in Cincinnati and educated at University of Dayton preparatory school, Xavier university, Cincinnati, and Loyola university, Chicago. From assistant managership of the Edgewater Beach Hotel, Chicago, he went into life insurance with the Mutual Life of New York in Chicago, became assistant to the Chicago manager of the Union Central Life in 1934 and about two years later was made Chicago manager for the George A. Lloyd general agency of the Allstate and Hercules companies. Outside business interests kept him out of the life insurance field for a time prior to his appointment as the U. S. Life's Chicago general agent.

### Monarch Life Appointments

W. F. Steinberg, the new branch manager of the Monarch Life of Canada in Toronto, joined the company in 1931 at Saskatoon and then became inspector in northern Saskatchewan. In 1936 he took over the managership at Regina. Roy Meadows, agent, succeeds Mr. Steinberg at Regina, his title being production manager for south Saskatchewan. A. B. Johnston, who has been manager for Ontario including Toronto, goes to Excelsior Life branch No. 2 from that city. He was formerly manager for the Monarch Life at Fort William and later city manager for Toronto.

### Roger Hulburd Resigns

The resignation of Roger W. Hulburd as general agent of the National Life of Vermont at Hyde Park, Vt., is announced by him. He has served loyally for 50 years. His reason for resignation is because "I shall be 81 years old in October and the infirmities of age come thick and fast."

He is known to several hundred agents of the National Life as the "grand old man of Hyde Park," and he is held in affection by this field force as well as by the staff of the home office in Montpelier. His is the oldest agency contract in force, dated July 27, 1887, and signed by Charles Dewey, who was then president.

### Beaty Raleigh General Agent

W. T. Beaty has been appointed general agent for Connecticut Mutual in Raleigh, N. C. He succeeds the firm of Williams & Williams.

### Lisle Returns to Old Company

Howard O. Lisle has been appointed unit manager in the G. R. Stiles agency of the Mutual Benefit at San Francisco. He formerly represented the Mutual

Benefit at Seattle and severs a long connection with the Provident Mutual in San Francisco to return to the company with which he made his start in life insurance.

### Lindholme with Mutual Life

The Mutual Life of New York has appointed C. A. Lindholme city representative in Des Moines. He was formerly assistant general agent of the Massachusetts Mutual and later joined the Charles Christie agency as manager of its life department. For the last three years he has operated his own agency.

### Isaacson Assistant Manager

Thorpe B. Isaacson, leading salesman of the Business Men's Assurance this year, and thereby president of the Grant Club, has been made assistant manager at Salt Lake City, his home city, under W. M. Jones, manager. Mr. Isaacson has been one of the company's best producers for several years.

### United Fidelity Gathering

The annual convention of the United Fidelity of Dallas was held at Galveston with more than 100 agents attending. D. E. Waggoner, vice-president and general manager, was in charge. The

### Opens Milwaukee Office For Connecticut General



J. C. WINDSOR

The Connecticut General Life has entered the state of Wisconsin and has appointed J. C. Windsor, assistant manager in the Chicago office, as manager in the newly established branch office in Milwaukee.

Mr. Windsor was born in La Grange, Ill., and was graduated from Yale University in 1925. He completed the C. L. U. course in 1930. All of his business experience has been in insurance. Both in personal selling and in managerial work he has met with marked success.

## NEW YORK

### E. J. SISLEY HONORED

E. J. Sisley is celebrating his 35th anniversary with the Travelers, of which he has long been one of its largest individual business producers, ranking well up among the big writers the country over. In appreciation of his worth to the Travelers and his personal qualities, a number of executives of the company tendered a surprise luncheon to him in New York City, Vice-president John McGinley acting as master of ceremonies.

Since 1934 Mr. Sisley has devoted his time wholly to personal solicitation for the Travelers; prior thereto and for a number of years he represented the company as a member of the general agency of Sisley & Brinckerhoff. While chairman of the educational committee of the New York City Life Underwriters Association, he was responsible for the adoption by the New York University of the life insurance training course.

### C. B. KNIGHT AGENCY RECORD

The Charles B. Knight Agency of the Union Central Life in New York City had paid-for business for August, of \$1,225,694, making a total for the eight months of \$11,489,862, as compared with \$11,652,710, for 1936.

### NEW PHOENIX MUTUAL AGENCY

Harold M. Parker has been placed in charge of a new office in Brooklyn of Phoenix Mutual Life. Mr. Parker has served as supervisor in a number of Phoenix Mutual offices.

### Three Companies Win Place Among Direct Mail Leaders

Three insurance companies placed among the 50 direct mail leaders of 1937 selected by five judges in the Direct Mail Advertising Association. These were Camden Fire, for material designed to help salesmen secure more business, mailed to prospect lists sent in by salesmen on a cost sharing basis; Central Manufacturers Mutual, Van Wert, O., material mailed to lists furnished by local agents to stimulate business, and Monarch Life, Springfield, Mass., conservation program of mailings sent to prospective and new policyholders, and those who were delinquent in premium payments.

C. W. Smitheman, production manager Camden, Paul W. Purmort, assistant secretary Central Manufacturers Mutual, and J. A. Young, assistant secretary Monarch Life, had much to do with drafting and carrying on the campaigns for their companies. The Camden Fire has won the award three times and the Monarch Life twice. R. C. Dreher, advertising manager Boston and Old Colony, was one of the five judges. His company has won the award three times on campaigns which he drafted.

Supplement social security benefits with life insurance. Slide rule \$1. Order from National Underwriter.



## LIFE SALES MEETINGS

### Holgar Johnson's Agents Meet

**Annual Sales Convention Was Held with Number of Distinguished Guests Present as Speakers**

The Holgar J. Johnson Agency of the Penn Mutual in Pittsburgh held its 5th annual agency convention in Bedford, Pa., with 100 in attendance.

A. E. Patterson, agency vice president, and Mrs. Patterson, Associate Counsel W. F. Haldeman, and E. P. Hutterger, agency secretary, went from the home office. A. C. Bowser, formerly with the agency in Pittsburgh, but now Penn Mutual general agent in Buffalo, and William Thornton, one of his associates in Buffalo, were there, and Harry T. Wright of the Equitable Society, a member of the million dollar round table, went from Chicago and was one of the guest speakers.

#### Prominent Producers Heard

The first morning Mr. Haldeman discussed the use of beneficiary papers and how they should be set up. G. W. Stewart, leading producer, discussed his method of selling and said, in part, that the solution of this matter of selling is "a thorough study of ourselves and a thorough study of our prospects." Incidentally, Mr. Stewart will undoubtedly be a member of the Million Dollar Round Table in the next month.

The second morning the convention heard "The 'Wright' Way to A Million Dollar Production." Mr. Hutterger spoke in behalf of consistency and moderation—"The life insurance business is like life itself; it is a marathon, not a hundred yard dash."

At the agency banquet Vice president Patterson was the guest speaker. His plan for the company is a satisfactory volume of quality business from career salesmen.

The agency is well on its way toward its goal of \$10,000,000 of paid for business for the year ending May 1, 1938, which will be the tenth anniversary of the agency under the leadership of Mr. Johnson.

### General Mutual Life Held Its Agency Convention

Over 100 agents, who qualified for attendance by their production, heard talks by C. M. Purmort, president; I. G. Purmort, vice-president and treasurer, and other officials at the agents' convention of the General Mutual Life held at the home office in Van Wert, O. Starting with an al fresco dinner party in the spacious grounds of the home office followed by a dance in the home office auditorium, a business session was held.

"Dusty" Miller, well-known humorist and philosopher, spoke at the luncheon following which production prizes were awarded. Three bags of silver were won by the following: C. J. Cooney for the largest amount of paid for business during the contest period, J. P. Reed for the largest amount of business written and examined, J. C. Writer, living up to his name, won the prize for the largest number of applications. Two special leather portfolios were awarded to J. C. Writer and C. F. McMullin for having the highest persistency record.

This year the General Mutual is showing an increase of 100 percent in business written and paid for.

### Brown Agents Convene

Fifty agents of the Mutual Life of New York, representing 70 Iowa counties, will meet with manager Charles Brown in Des Moines on Sept. 11 for a semi-annual sales meeting.

### Northwestern Mutual Rallies

**Agency Groups in Various Sections Hold Meetings in Connection with Sales Contests**

Culminating the fourth annual Southern Feud sales contest, winning agents of the Northwestern Mutual Life general agencies of W. T. Nolley, Richmond; L. W. Norton, Durham, N. C.; E. R. Proctor, Nashville, and Luther Allen, Atlanta, are guests at an outing and attending an informal conference at Grove Park Inn, Asheville, N. C., Sept. 10-12. In attendance from the home office are Percy H. Evans, vice-president and actuary, and L. J. Evans, assistant director of agencies.

Members of the general agencies of Herbert Smith, Harrisburg, Pa.; George Reynolds, Lancaster, and Charles Votaw, Scranton, are attending a joint meeting at Eagles Mere, Pa., Sept. 10-11, at which time office representatives are Dr. David Wenstrand, medical director; Grant L. Hill, director of agencies, and John Hughes, assistant director of agencies.

Members of the field force as well as the general agencies themselves are competing on production volume basis in the New England Crusade contest of six general agencies of the Northwestern Mutual. Participating general agencies are A. L. and W. B. Cushman, Portland, Me.; V. D. Griffin, Manchester, N. H.; O. F. Heyman, Springfield, Mass.; B. H. Badenoch, Boston; Glenn Dorr, Hartford, and E. T. Lothgren, Providence, R. I. The contest ends Sept. 11, and the three leading producers from each agency will be guests at an outing and round-table conference at Maplewood, near Littleton, N. H., Sept. 17-19. The home office agency department will be represented by Grant L. Hill, director, and W. W. Lundgren, assistant director of agencies.

W. R. Chapman and J. J. Hughes, assistant directors of agencies, took part in the annual agency meeting of the Clyde Law general agency of Wheeling, held at Jackson Mills, W. Va.

### Home Security Life Agents Hold Convention on Cruise

The annual agents convention of the Home Security Life of Durham, N. C., was held on a cruise from Norfolk to Baltimore and Washington, with 139 agents qualifying. There was only one business meeting, the rest of the time being spent in sight-seeing.

The business meeting was a luncheon in Washington. Bascom Baynes, executive vice-president, was toastmaster. Prizes were presented to agents making the best records in the convention contest. A talk on the company was made by G. W. Munford, vice-president.

It was announced that the convention next year would be a trip to New York. Other talks were made by members of the home office, including G. C. Glymph, ordinary agency manager; H. B. Belvin, auditor, and C. C. Hamlet, statistician.

The Home Security recently moved into its new home office at 111 Corcoran street, Durham. The new quarters are spacious and provide one of the finest offices in the south.

### Washington National Meet

Agents from eight counties attended a meeting of the central Iowa agency of the Great Western division of the Washington National in Ames, Ia. Dean M. D. Helsor of Iowa State college of Ames, stressed the need for honesty with business clients. Other speakers were D. D. LaGrange, Ames, district supervisor; Paul Severson, assistant manager Hardin county division;

Howard Cooper, assistant manager Boone county; J. M. Smith, assistant manager Hamilton county, and Mrs. Ethel Riley, Hardin county agent.

### Floyd Miller Agency Meet

On his way from the Denver convention of the National Association of Life Underwriters, D. A. Hampton, assistant superintendent of agencies Provident Mutual, addressed a meeting of the Floyd Miller general agency of Omaha. At this time Mr. Miller announced plans for a fall campaign. M. L. Williams and W. D. Cross, the other assistant superintendents of agencies who were at Denver, headed westward to visit Pacific Coast agents.

### Metropolitan's Southwest Meeting

The annual sales congress of the southwest territory of the Metropolitan Life, which includes Iowa, Nebraska, Missouri, Kansas, Oklahoma, and Ar-

kansas, will be held Sept. 16-18 at Hot Springs, Ark. Delegates from all of the 54 offices in the six states will attend. The meetings will be in charge of Glenn J. Spahn, superintendent of agencies from the home office.

### New York Life Meets

The New York Life's Top Club convention of \$250,000 or more producers is to be held Sept. 14-18 at Banff, Can. The \$200,000 Club is meeting this week at Estes Park, Col. The \$100,000 Club annual gathering for the central west district is being held at Mackinac Island this week while the Great Plains district met at Colorado Springs last week.

### Educational Conference Held

The agency educational conference of the Raleigh-Roanoke agency of the Equitable Society was held at Blowing Rock, N. C. The keynote was "The Price of Success." Forty-five members



## Why Not Make Some Money Out of Group Insurance?

We've all heard a lot about the indirect profits of selling group insurance.

Group commissions, however, are worth going after. One of our record-keeping agents, finding that he gives one-fifth of his time to group and gets one-third of his income from it, is changing his schedule to allow more time for group.

The market is active for all group lines, and employees are eager to pay their share of the cost of life, accident and sickness insurance and retirement annuities.

Group personal loan insurance, insuring lives of borrowers for amounts of their loans, can be sold to nearly any bank with a personal loan department.

Help in getting started and in closing furnished by our group specialists.

**Connecticut General  
Life Insurance Company**  
Hartford, Conn.

of the agency were in attendance, including W. J. Roddey of New York, director of the Equitable, who represented the home office. Agency Manager John Pasco, of Raleigh presided over the meeting.

### Discuss Profitable Selling

"Profitable Selling" will be the theme of the triennial convention of qualified producers of the West Coast Life at Santa Catalina Island, Sept. 13-14. Victor Etienne, president, will welcome the agents. Gordon Thomson, vice-president and manager of agencies, will preside.

Commissioner Carpenter of California and Cyrus K. Drew, editor "Western Underwriter," will be among the speakers.

### Alliance Agents Meet

MUNISING, MICH.—The President's Club of the Alliance Life met at Grand Island here for fishing, swimming and one business session. Speakers included M. A. Kern, president; A. J. Schmidt, executive vice-president; L. D. Kern, secretary-treasurer; Dr. J. R. Neal, medical director; B. T. Kamins, agency director, and E. G. Atkinson, agency secretary.

### Welch Conducts Florida Meet

TAMPA, FLA.—Vincent S. Welch, vice-president Equitable Society with Chicago headquarters, met district agents from southwest Florida here at an all day session. Mr. Welch said a good indication of the upward swing is the increase in life policies in all sections and a remarkable increase in group insurance. Florida agents reported business well ahead of the same period a year ago.

### Bankers Life Conference

Agency managers and salesmen of the Bankers Life of Des Moines will hold a two-day insurance meeting in Des Moines Sept. 10-11. W. W. Jaeger, vice-president, will be in charge.

### Hall Agency Gathers

H. C. Hall, general agent Equitable Life of Iowa, was host to eastern Iowa and western Illinois agents at the annual agency meeting in Davenport, Ia.

The Los Angeles agency of the Equitable Life of Iowa, Russell L. Hoghe, manager, held an all-day agency meeting at Santa Monica.

The Indianapolis branch of the Connecticut General Life held an annual outing at Corey Lake, Mich. H. E. Nyhart is manager.

## ACCIDENT-HEALTH

### Rule on Newspaper Policies

Georgia Department Holds All Employees Soliciting These Must Be Licensed as Agents

ATLANTA—Newsboys and other newspaper employees having anything to do with soliciting newspaper accident policies are insurance agents and must be licensed as such and pay the tax, Deputy Commissioner Wright of Georgia ruled in a letter to companies. He stated there had been many complaints to the department about the unlicensed activities of such newspaper employees. While the policy may be signed by a licensed agent, he stated, the actual soliciting chiefly is handled through persons who are not licensed.

### Other Requirements Made

Newspapers and periodicals are published and circulated solely to disseminate news and not transact an insurance business, the letter went on, and the department deems it essential that insurance transactions be kept entirely separate

and distinct from subscriptions, to conform to Georgia insurance law.

He stated the department insists all advertising material in the policy having any reference to the newspaper or periodical be deleted. This would require a separate application for insurance without reference to the newspaper or periodical subscriptions, either directly or indirectly. Applicants for a subscription to a newspaper or periodical must not be compelled also to apply for an insurance policy, and if a persons requests a policy without a subscription he must have the privilege of applying for it without any obligation other than payment of the

policy premium, which will not be in excess of that charged for a policy issued to a person who also subscribes to the publication.

This requires different and distinct specified charges to be made for the publication and the policy, with no literature, advertising material or other information to state or infer insurance is available only to persons who subscribe to or receive newspapers. Any violation of these rules will be considered cause for revocation of license after hearing, Mr. Wright stated. The department's construction of the law, he said, was upheld by the attorney-general.

## GENERAL AGENCY NEWS

### Honored on 30th Anniversary

Northwestern Mutual Officials Pay Tribute to D. N. Cameron, General Agent at Oshkosh, Wis.

OSHKOSH, WIS.—On the occasion of his 30 anniversary as general agent for the Northwestern Mutual Life, D. N. Cameron of the Cameron & Carroll agency here was the guest of honor at a testimonial dinner given by district, special and soliciting agents of the central Wisconsin agency. M. J. Cleary, president, and other executive and junior officers from the home office in Milwaukee attended. Other Wisconsin general agents present were Harry French of Madison, Victor Stamm of Milwaukee and Ben McGiveran of Eau Claire. Medical examiners of the local agency also were present.

The anniversary dinner was a complete surprise to Mr. Cameron who was escorted to the hotel by his partner, M. A. Carroll, without advance warning of the reception that awaited. More than 100 were present. E. J. Dempsey, local attorney, was toastmaster.

President Cleary paid a glowing tribute to Mr. Cameron. Other speakers were Louis Schriber, president of the First National Bank of Oshkosh and a trustee of the Northwestern Mutual; M. A. Carroll, partner of Mr. Cameron in the general agency; Earle Murray, of Green Bay, representing district agents; M. F. Schwinn of Beaver Dam, representing full-time special and soliciting agents, and L. T. Jourdain of Menasha, representing part-time agents. Grant L. Hill, director of agencies at the home office, also spoke.

Mr. Cameron entered insurance work

at the age of 17 as a clerk for the Oshkosh Mutual Fire Insurance Co. In 1899 he became a clerk in the office of H. A. Bobart, then district agent for the Northwestern Mutual, and the following year became an agent. In 1892 he became a partner in the district agency under the firm name of Hobart & Cameron. When Mr. Hobart retired in 1898, Mr. Cameron became sole district agent. He was appointed general agent in 1907. Mr. Carroll, who joined the agency 15 years ago, has been associate general agent with Mr. Cameron since 1926.

Among those attending from the home office were President Cleary, G. L. Anderson, secretary; R. E. Perry and J. N. Lochmes, assistant secretaries; Grant L. Hill, director of agencies; U. H. Poin-dexter, Nelson Phelps, L. J. Evans and Warren Lundgren, assistant directors; Drs. R. T. Gilchrist, A. W. Sivyler, R. W. Benton, G. F. Tegtmeyer and D. F. Rikkers, assistant medical directors; A. C. Fiedler, assistant manager of farm loans, and H. G. Brunnquell, assistant actuary.

### Birmingham Agency "Over Top"

The Birmingham agency of Jefferson Standard Life wrote \$302,081 of business in August and "went over the top" in a campaign marking the company's 30th anniversary. The company had set a goal of \$200,000 for the Birmingham agency, but this was raised to \$300,000 by A. L. Smith, general agent.

The agency held its annual banquet Sept. 6 with Ralph Price, vice-president; E. C. Klingman, superintendent of agencies, and other head office officials present. F. H. White, district manager at Montgomery, was toastmaster.

## AS SEEN FROM CHICAGO

### WADE FETZER'S FORTIETH

In recognition of President Wade Fetzer's 40 years of service with W. A. Alexander & Co. of Chicago, the agents have launched a 40-day production campaign. Each of the 100 or so agents has the objective of getting 40 new orders during the 40-day campaign, making a total of "forty hundreds." A special effort will be made to sell additional lines of insurance to present policyholders. Vice-president Wade Fetzer, Jr., is conducting the campaign. On Sept. 28, midway in the campaign, a testimonial luncheon will be given to Mr. Fetzer.

### BUDINGER SALES COURSE

The F. J. Budinger agency of the Franklin Life of Springfield, Ill., in Chicago will hold its fourth annual life insurance sales course at its offices at 222 West Adams street. The course will be held from 6:30 to 8:15 every Monday and Thursday evening for four weeks. The course is designed to present the life insurance business to prospective agents. A class of 25 will be recruited. On Sept. 27 life problems and the life insurance solution will be presented. On Sept. 30 the subject will be

"Life Insurance as a Career and the Qualifications of a Life Agent. On Oct. 4 "Life Insurance Principles and Types of Policies" will be discussed. On Oct. 7 attention will be given to prospects and how to get them. On Oct. 11 the topic will be "Single Needs Selling and Estate Analysis Selling." On Oct. 14 the sales process will be discussed. On Oct. 18 the discussion will center about group sales talks and meeting objections. On Oct. 21 the talk will be on building of sales personality.

The Budinger agency leads the Franklin Life field in paid business so far this year. Up to Sept. 1 that item was 30 percent over last year.

### OPEN A CHICAGO BRANCH

Marshall & Stevens, Los Angeles, valuation research engineers, have established Chicago headquarters at room 811, 166 West Jackson boulevard. The telephone number is Harrison 1250. The firm publishes the "Marshall Valuation Service" and "Stevens Valuation Quarterly." The two services provide information on building costs and insurable values and are widely used by insurance companies and agents.

E. P. Marshall of the firm was in

Chicago completing arrangements. He will visit a number of eastern cities before returning to Los Angeles.

### HORNER AND PALMER GUESTS

Governor Horner of Illinois and State Insurance Director Ernest Palmer will be the guests of honor at the annual insurance luncheon that will be held in conjunction with the annual meeting of the Illinois chamber of commerce at the Hotel La Salle, Chicago, Oct. 15. Mr. Palmer will discuss the new insurance code.

### LIFE COMPANY STOCK QUOTATIONS

H. W. McKinney of G. L. Ohrstrom & Co., Board of Trade Building, Chicago, gives the following quotations on the stock of life companies:

	Par	Div.	Bid	Asked
Aetna Life	100	.60	28	29
Amer. Life, Ala.	5		4	
Bank. Nat. Life	10	1.00	38	43
Build. Life, Ill.	1			2
Central Life, Ill.	10		9	
Cent. States Life	5		2	4
Columbian Nat.	100	4.00	80	90
Commonw. Life	10	.15	17	19
Conn. Gen. Life	10	.80	34	36
Cont. Assurance	10	2.00	35	37
Cont. Am. Life	10	1.20	30	34
Farm & Traders	100	12.00	210	225
Fed. Life, Chgo.	10		8	
Girard Life	10	.40	11	13
Great Nor. Life	10		4	
Great South. Life	10	2.50	23	28
Guar. Life, Ia.	100		100	125
Kan. City Life	100	16.00	450	500
Life & Cas., Tenn.	2		10	12
Life of Va.	20	3.00	73	80
Lincoln National	10	1.20	26	28
Mo. State Life	10		1	2
Nat. Life & Ac.	10	1.60	56	61
New World Life	10		5 1/2	6 1/2
Northw. National	5	.60	13	14 1/2
North Amer.	2		4 1/2	5 1/2
Ohio National	10	1.00	24	28
Ohio State Life	100	10.00	225	
Old Life	10	.60	12	14
Pacific Mutual	1		2 1/2	3 1/2
Pan Amer. Life	10	.50	18	20
Peoples Life, Ind.	10	.60	20	
Philadelphia Life	10		4	5
Prot. Life, Ala.	10	.60	14	
Prov. Life, N. D.	10	.80	11	
Rockford Life	10		4	8
Sun Life, Can.	100		650	690
Travelers	100	16.00	480	490
Union Central	20	.80	35	
Wisconsin Natl.	10	.50	15	17

The A. R. Klein unit of the Sacks agency of the Equitable Society in Chicago will hold a special leaders' club dinner Oct. 2 for those that qualify in a September production contest.

## INDUSTRIAL

### Boston Agents Gather to Form Union Organization

BOSTON—More than 300 industrial agents met here and laid plans for an agents' union to be affiliated with the American Federation of Labor. A temporary organization was perfected with Owen Gallagher, Boston attorney and former agent of the Metropolitan, John Hancock and Boston Mutual, and other industrial companies, as temporary chairman, and Frank Dow, Boston agent United Casualty, Westfield Mass., as temporary secretary. Gallagher formerly was a representative in the Massachusetts legislature for four years and was father of a bill prohibiting companies from charging an agent with decrease or deduction from commission or salary on industrial policies lapsed after five years. He sent out the call for the agents' meeting.

Mr. Dow has been in insurance business for 37 years most of the time as an industrial agent here.

It was decided to call another meeting for the night of Sept. 10, when, Chairman Gallagher announced, a charter would be issued to the group by the A. F. of L.

### Metropolitan Meeting at Wichita

Riley G. Cunningham, Wichita district manager of the Metropolitan Life held a district sales meeting there. Plans for the year were discussed.

Kurt Van Wihl has been named manager of the Defiance, O., district of the Western & Southern Life.



## WESTBROOK TELLS FARM MANAGEMENT STORY

(CONTINUED FROM PAGE 2)

were wanted, those ranging from \$25 to \$75 per acre. But as prosperity has increased, the dearer farms have become more attractive to purchasers. The number of farms owned has decreased but the dollar value has increased. This year, he predicted will be the first one in which the dollar value of farms owned will be down as well as the number of farms.

### Got More Than Book Value

Farms that have been sold were carried on the books at \$4,166,000. The unpaid balance of the loan, improvements, etc., were written off as expenses. Capital value of cattle was written off. All of that stood on the books at zero. Those farms sold for \$4,639,000 or 113 percent of book value. That, he declared, is the best answer to "carping, curbstone critics" who condemn companies with substantial farm assets. After adding all foreclosure expense, all other expenses, operating losses, supervisory costs, etc., Aetna Life has secured 88 cents for every dollar invested, he said.

Aetna Life, he asserted, embarked upon a cattle feeding program. Breeding stock was secured. This was distributed among the various farms owned. The peak was in 1933 when Aetna Life marketed 2,000 yearling calves. There has never been a day in which Aetna Life has had cattle to offer in Chicago which Aetna Life did not "top the market." The staff has obtained national reputation as cattle breeders.

Due to the sale of farm land, the cattle feeding program has been contracted. A large part of the foundation herds have been sold off to take advantage of the high prices today. Now that the purpose of the cattle program has been fulfilled the Aetna Life will retire from the field, he said. This fall the remainder of the foundation herds will be marketed. Next year Aetna Life will have no cattle to sell. He said he is not in position to say whether Aetna Life has made money on its cattle, but the farms are immeasurably better off than before the company took possession in respect to fertility.

### Resumed Making Loans

In 1933 Aetna Life resumed making farm loans and during the past three years it has made about \$5,500,000 new loans. The volume of outstanding loans is less than in 1934. The low point was reached in the fall of 1936 when the volume was \$26,900,000. On Aug. 1, 1937, the figure stood at \$27,600,000. It is on its way up.

In the city field, he declared, Aetna Life has been selling properties rapidly. Its ownership is not large in that field. It has resumed loaning. There has been an increase of \$5,000,000 in city mortgage loans in the last three years.

In rehabilitating farms, the Aetna Life, according to Mr. Westbrook, has been translating into action soil conservation principles. Aetna Life practiced those principles long before the federal department of agriculture urged farmers to do so, he said.

## CIVIC ACTIVITIES

L. P. Sabin, Portland, Ore., in addressing the western regional conference of Aetna Life in Colorado Springs, gave some advice on how to engage in civic activities in such a way as to bring productive insurance results. For 15 years Mr. Sabin was professionally engaged in the commercial organization field. He just recently entered the life insurance business.

A successful agent, he declared, should be a leader and should have a wide acquaintanceship, enjoy the good will of his fellows and should be devoted

to the advancement of his community and his fellow citizens.

He observed that there has been a rapid growth in organizations since the war. Chambers of commerce are headed by students of economics. They are clearing houses for economic thought today. Luncheon clubs have multiplied in great numbers. Community fund drives are carried on everywhere. There are world fairs, parent-teacher associations, etc. All of these activities offer an opportunity for prospecting, he said. The agent must do his own part in these organizations and have a genuine and sincere attitude towards his fellow members. He must be ready to assume active leadership.

### Community Fund Drive

Mr. Sabin said that he was head of a community fund drive to acquaint people with what the various units that benefit from the fund are doing. From that work he has developed six definite prospects for large policies and added 150 acquaintances that have the capacity to buy. He was on the board of the Portland rose festival. He gained publicity in this way and spoke over the radio. This gave him new acquaintances, put him before the public and produced more intimate acquaintances among people that he already knew.

### Definite Results Reported

Membership in the chamber of commerce, he said, produced 22 cases since last September. Membership on the board of the Y. M. C. A. produced three individual and one group case. Being an active alumnus of his college fraternity has brought 10 sales. He warned against spending too much time in these activities and against being too mercenary.

## C.L.U. NEWS

### McCAHAN ON COAST TOUR

Dr. David McCahan, dean of the American College of Life Underwriters has been giving a series of addresses in Pacific Coast cities on the C. L. U. movement.

In a breakfast talk at Portland, Ore., he showed the need of setting up educational standards for the professional designation. At a luncheon meeting there, he dealt with the present difficult economic situation from the standpoint of the life underwriter. Mrs. Clara W. Woodruff, Mutual Benefit Life, head of the Portland C. L. U. chapter, presided.

He addressed a meeting in San Francisco Tuesday and before that had appeared at meetings in Sacramento and San Jose, Cal.

He also spoke at the luncheon-meeting of the Life Insurance Forum of the Life Underwriters Association of Los Angeles, held in cooperation with Los Angeles C. L. U. chapter, on "Life underwriting in an era of economic change." L. S. Roscoe, C. L. U., chairman of the forum, presided.

### WELCOME MILWAUKEE MEMBERS

The Milwaukee C. L. U. chapter held its first meeting of the fall and winter series to welcome the four new local C. L. U. members: W. C. Mayer and Richard Forester, Mutual Benefit Life; W. H. Otten, New England Mutual, and Anthony Colla, Northwestern Mutual Life. The local chapter now has a membership of 14. Educational plans for the coming year were discussed.

J. H. Southwick, 73, recently retired as superintendent of the Metropolitan Life at Pawtucket, R. I., after many years service, died at his summer home in Matunuck, R. I.

John A. Jenkins, 56, Equitable Society agent for 29 years at New Orleans, died.

## THEY SHOULD KNOW

The Company back of the contract is of great importance to the insurance buyer—and to the agent. A man buying a policy or considering a sales connection wishes to know about it.

The impression he gains of its stability—the friendliness of its management—contribute both to the confidence of the buyer and to the enthusiasm of the seller.

Fidelity has prepared a booklet to meet this interest—"The Company Back of the Contract." It gives the facts in which buyer and seller alike are interested.

*The* **FIDELITY MUTUAL LIFE**  
**INSURANCE COMPANY**  
**PHILADELPHIA**  
WALTER LEMAR TALBOT, *President*

## "By Their Fruits Ye Shall Know Them"

"He has retired now to a little home on the river to hunt, fish, and be happy. But his work goes on.

"Because of him, a promising young man will enter college this year instead of having to go to work. He'll be on the dean's roll instead of a payroll.

"Out in the suburbs, there is a cozy cottage where a bright-eyed little lady tends her flowers. The home is no longer mortgaged. Her modest expenses are met by a check that arrives every month.

"A man and his wife are making their twilight years the happiest, enjoying successions of sun-drenched days at different ports of call, safe from the wrath of winter.

"All over the city, people are pursuing happy, unharmed lives because of this man's work. Yet, most of them do not even know his name. Those who are the gainers have never seen him. He was an Insurance Salesman."

**LIFE**  
**INSURANCE COMPANY of**  
**VIRGINIA**

Home Office: RICHMOND  
BRADFORD H. WALKER, *President*

## WOODMEN OF THE WORLD

### Six Modern Legal Reserve Contracts

- Ordinary Life
- Twenty Payment Life
- Endowment at Seventy
- Twenty Year Endowment
- Family Income
- Juvenile

These contracts are participating, and provide all standard non-forfeiture options.



Operating for forty-six years in California, Oregon, Washington, Colorado, Idaho, Montana, Nevada, Utah, and Wyoming.

Write for particulars and open territory to

**PETER F. GILROY, President**  
1447 TREMONT PLACE  
DENVER, COLORADO

## LEGAL RESERVE FRATERNALS

### More Societies Join N. F. C.

Seven Additional Members Announced by S. H. Hadley, Retiring President, at Recent Annual Convention

Final attendance figures at the recent National Fraternal Congress annual convention indicated that more than 400 persons representing 89 fraternal societies were on hand. S. H. Hadley, Protected Home Circle, president of the congress, welcomed seven new member societies: Association Canado-Americaine, Baptist Life Association, Czech Ladies Benevolent Society, Czechoslovak Society of America, Polish National Union, La Societe L'Assomption and Modern Woodmen. President A. R. Talbot of the Modern Woodmen gave an extemporaneous address on the fraternal plan.

J. V. Sees, Standard Life Association, reported for the auditing committee; H. L. Ekern, Lutheran Brotherhood, for the social security committee and W. C. Below, Fidelity Life Association, for the credentials committee, in the absence of Chairman L. D. Lininger, Protected Home Circle, who was ill.

### Comprehensive Activities Report

F. A. Johnson, Royal League, presented the lodge activities committee comprehensive report. He said there are 144 societies with 6,908,750 members and 87,759 adult and 29,285 juvenile lodges reporting 286 different types of lodge activities. Of the societies responding to the committee's questionnaire, 74 belong to the congress and 70 are non-members. Of the total reporting, 118 admit men and women, 21 admit men only and five restrict their

membership to women, 84 having active juvenile branches.

Those having lodge activity supervision number 105 societies, while 29 have no such supervision and 10 did not answer the question. Activities include civic and patriotic, educational, general entertainment, musical, religious, ritualistic, sports and athletics, welfare and miscellaneous.

### New Fraternal Authorized

SPRINGFIELD, ILL.—A preliminary certificate of authority was issued to the American Fraternal Life, with offices in the Ferguson building here. Incorporators are L. M. Dixon, B. H. McCann, C. I. Coleman, W. I. Sickafus, C. N. Posegate, P. G. Dixon, R. W. Sickafus, W. P. Eggleston, H. F. Devaney and Alvin Corman. This is the first fraternal to organize under the new code. It will have a lodge system and wage an active campaign to become established in principal cities.

### Seen from Press Table at Fraternal Meeting

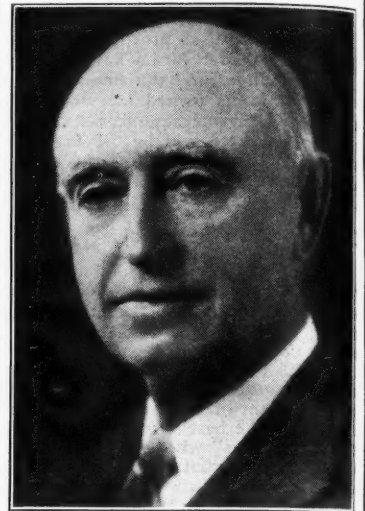
Although it is the usual custom to select a president of one of the societies for vice-president of the National Fraternal Congress, C. L. Biggs, secretary of the Maccabees, was the unanimous choice for the assignment because of his outstanding personal qualifications and past services to the congress.

The tributes paid Mrs. Dora Alexander Talley by Mrs. Jeanie Willard, Woodmen Circle, and C. L. Biggs by Judge Harry Manser, New England Order of Protection, in proposing their names for president and vice-president, respectively, might be termed "perfect." Judge Manser gave an eloquent display of his scintillating humor. He declined the nomination for membership on the executive committee, stating that he had already served two terms and did not wish to break a precedent by accepting another.

J. G. Daly, editor United Commercial Travelers, received many compliments on the smooth way in which the many events on the program went off, he being chairman of the committee on convention arrangements. He was criticised on many sides for the extremely hot weather which caused considerable discomfort, but President S. H. Hadley remarked that it was hot everywhere and Mr. Daly could not be called to account for the Columbus temperature.

The parade, with several thousand in line, was an impressive feature, members of the affiliated societies coming from all parts of the state to participate. There were a number of floats and several bands. A reviewing stand was

## Vice-President



C. L. BIGGS, Detroit

C. L. Biggs of Detroit, supreme record keeper of the Maccabees, one of the large fraternals, was elected vice-president of the National Fraternal Congress at its annual meeting in Columbus last week.

He is an attorney and before accepting the position of supreme record keeper of the Maccabees was practicing in Cleveland. He was a director of one of the banks there and for many years was active in the affairs of the Maccabees in that state. He is a civic leader and has been identified with a number of organizations of that character. He was elected supreme record keeper in 1929 and has served in that capacity ever since. He has been active as a member of the investment committee and is one of the trustees of the fraternal. He was president of the Secretaries Section of the National Fraternal Congress and was elected to membership on the executive committee in 1935 and again in 1936. He has served as chairman of the audit committee during his connection with the executive committee. He has been chairman of the committee on general welfare of the National Fraternal Congress.

erected for the officers of the societies on the state house grounds.

The Protected Home Circle in the convention activities was well represented, furnishing S. H. Hadley, president, retiring president of the congress; F. B. Mallett, chief organizer, secretary of the managers' association; F. A. Service, counsel, banquet speaker, and who also gave an address on court decisions affecting fraternal societies; W. G. McLaughry, chief medical examiner, second

## What Is Legal Reserve Fraternal Life Insurance?

(This is the fourth of a series of advertisements outlining briefly a few characteristics of this type of protection—points that may not be generally understood by the otherwise well informed and intelligent fraternity of life insurance executives and salesmen.)

4. Social activities and charitable work are made available for those members who wish to take part. Many fraternals operate homes for aged members or hospitals. Rapidly growing juvenile departments provide excellent opportunities for children to take part in lodge work and social events.

Like the record made by the legal reserve fraternals as a whole, it was never necessary for the Ben Hur Life Association to borrow money from the government or any other source to meet all cash demands.

## BEN HUR LIFE ASSOCIATION

Established 1894

Home Office: Crawfordsville, Ind.

John C. Snyder,  
President

Edwin M. Mason,  
Secretary

## OUR 40<sup>th</sup> YEAR

January, 1937, We Issued Three New Junior Policies:—Ordinary Life, Endowment at Age 65 and Educational Endowment at Age 18. We have A Complete Line of Adult Policies—American Experience Table of Mortality—3% Interest Basis. Maybe You Will Fit Into Our Organization As A Field Representative.

Write to

## Equitable Reserve Association

NORTON J. WILLIAMS, Vice President

Neenah, Wisconsin



vice-president of the medical section, and L. G. Lininger, secretary, credentials committee chairman.

**Col. C. B. Robbins**, manager and general counsel of the American Life Convention, usually brings greetings from that organization. President Hadley this year induced him to make one of the principal addresses. Colonel Robbins made an illuminating talk on the outlook for insurance company investments.

**B. C. Marks**, A. O. U. W. of North Dakota, a past president of the congress, has a quiet, yet impressive manner which causes a listener to give him his implicit confidence. Mr. Marks was called

on several times by President Hadley and he regularly presides during the nominations.

**Mrs. Mary Baird**, Woman's Benefit, is the first woman president of the Canadian Fraternal Association, and occupied a place at the speaker's table. She has served as secretary of the Press Section many years.

**Frances Buell Olson**, Degree of Honor, the last woman president of the congress before Mrs. Talley, presides at the installation ceremonies in a manner which causes one to have no doubt why she has been chosen to supervise that important feature of the program.

## AETNA LIFE EXECUTIVES' MESSAGE

(CONTINUED FROM PAGE 2)

Mr. Campbell asked that the eastern regional convention, meeting this week in Virginia Beach, be advised of the decision of the westerners and invited to join in the undertaking.

## RALPH KEFFER'S TALK

Ralph Keffer, actuary, gave an interesting talk on the state of the Aetna Life organization the morning that the banquet was held. He took the place on the program of H. S. Beers, vice-president, who was unable to be present.

Premium income of the organization in 1935, Mr. Keffer said, was in the neighborhood of \$135,000,000, whereas in 1936 it was \$145,000,000. Insurance in force increased in 1936 by about \$203,000,000 and at the end of the year stood at \$3,725,000,000. Assets amounted to \$548,000,000.

In 1910 the premium income of Aetna was \$17,000,000, assets were \$101,000,000 and surplus was \$10,000,000. In 1936 surplus was \$42,000,000. The low depression point in assets was in 1933 when they stood at \$118,000,000.

### Rate of Increase in 1937

For the first six months of 1937, the rate of increase in all directions has been as great as during the same period last year and Mr. Keffer predicted that insurance in force will exceed \$4,000,000,000 at the end of the year. All departments are running on a profitable basis and reserves have never been as sound, he declared.

Aetna Casualty, he observed, enjoys the highest rating of the federal treasury department in respect of qualifying powers for surety bonds running to the government. Aetna Life owns 50 percent of Aetna Casualty and 80 percent of Automobile and Standard Fire. Aetna Life, the parent company, in 1936 had an underwriting profit from accident and third party liability lines of \$1,000,000. The interest earned in that department was \$1,250,000. The life department recorded earnings with the net result that Aetna Life in its nonparticipating department had earnings of \$7,800,000. Of that amount \$2,000,000 was applied to reserves, \$1,000,000 was applied to contingency reserves, \$3,250,000 was added to surplus. The rest went in dividends to stockholders.

Surplus in the participating department was increased to \$4,400,000.

### Surplus 7.7% of Assets

Surplus to policyholders is equivalent to 7.7 percent of assets. That, Mr. Keffer contended, is the true index of strength. The ratio of assets to insurance in force is not a true measure, he declared, inasmuch as the reserve requirements on various types of policies differ. The Aetna Life sells a large amount of group and term insurance upon which the reserve requirements are low. The only real measure of strength, he declared, is the excess of assets over liabilities after all liabilities are accounted for.

Mortality is very satisfactory and the net rate of interest in 1936 was 3.72 percent as compared with 3.79 the previous year.

The interest return is more than a full point lower than in 1930, he declared. There has been a slight hardening in interest rates so far as new investments are concerned this year.

Premium rates have now been adjusted in line with present interest rates and at present, according to Mr. Keffer, there seems to be no necessity for increasing the non-par rates. That, of course, brought a hearty cheer.

Due to the decline in interest rates and the increase of the confidence of the public in insurance, insurers, he observed, were requested to serve as the medium for meeting investment problems of the public. The element of insurance was minimized. The company was even asked to hold large sums of money on deposit. This, of course, it refused to do.

In 1926, he observed the considerations paid for single premium annuities to Aetna Life were \$1,000,000, whereas in 1936 they were \$6,000,000. In 1937 the figure was even larger. In 1926 premiums paid in advance amounted to \$298,000, whereas in 1936 the figure was \$6,000,000.

### Made Certain Restrictions

Aetna Life was compelled to restrict the amount it would accept on deposit, limit endowment terms, cut the discount on premiums paid in advance, etc. If the company had too great an amount subject to withdrawal on demand, it might face an insurmountable difficulty in the future unless it kept unusually liquid in which case it would suffer a diminution in interest rates.

There has been a great increase in funds left on deposit under options, he observed. Aetna Life has been compelled to revise some of its practices. In the last 10 years, he observed, life insurance reserves have increased something like 75 percent, whereas money left for beneficiaries under options has increased 800 percent. In 1936 \$12,000,000 in new money was left under settlement option.

He observed that in the life insurance operation profits from mortality and loading are available to offset loss from interest assumption. However, no such sources of profit are available in respect to money left on deposit.

### New Rules Not Bulletined

The new rules of Aetna Life regarding settlement arrangements have not been bulletined and will not be, he declared. He said that the changes are numerous but not vital. The company has sought to avoid the use of settlement options as a means of making a complicated will.

Mr. Keffer warned agents against making unqualified promises to clients that Aetna will do things that are not guaranteed by the contract. Changes in rules were adopted only when the request for special arrangements became too numerous for safety.

The participating department is operated like a separate company, he declared. All profits belong to the policyholders. Separate books of account are kept and securities for the account of the participating department are earmarked. In the participating department there is \$430,000,000 of insurance in force and \$133,000,000 of assets. The

**32 YEARS**

**JUST A YOUNGSTER BUT—WHAT A FUTURE!**

Strong, sturdy, progressive, the increase of insurance in force during the first seven months of 1937 was more than

**\$6,600,000.00**

The total insurance now in force exceeds

**\$148,700,000.00**

General agency openings now are available in the states of Indiana, Ohio, Alabama, Georgia, and Tennessee. For information write to

**J. HERBERT SNYDER,**  
VICE PRESIDENT AND  
MANAGER OF AGENCIES

**COMMONWEALTH LIFE  
INSURANCE COMPANY  
LOUISVILLE, KENTUCKY**

A GREAT COMPANY GROWING GREATER

# CENTRAL LIFE INSURANCE COMPANY OF ILLINOIS

A LIMITED NUMBER OF EXCEPTIONAL  
GENERAL AGENCY OPPORTUNITIES

AVAILABLE IN

MICHIGAN and OHIO

ALFRED MAC ARTHUR, *President*

**720 NORTH MICHIGAN AVENUE  
CHICAGO, ILLINOIS**

participating costs compare favorably with those of purely mutual companies. He predicted that the present dividend scale will be maintained for the ensuing year.

## UNDERWRITING SKIT

A clever skit was staged at the Aetna convention bringing out in entertaining style some underwriting considerations. W. H. Dallas, chief underwriting executive, was "put on the spot" by Joseph Smith, the popular Houston general

agent, and other participants on account of certain underwriting decisions. Mr. Dallas' judgment was always confirmed and he was put in the light of being a really charitable agency-minded executive.

One of the facts brought out was that the rejection rate of Aetna Life on small cases was about 20 percent less in 1936 than in 1935. That meant that about \$2,000,000 more business was issued in 1936 than would have been issued in 1935. Mr. Dallas gave credit to the field force for that record, saying that due to better selection in the field, better business was being presented in better form. He emphasized the necessity for following a consistent policy in underwriting. There must be definite rules. If the policy of consistency is departed from, the Aetna is very likely to become a target company.

### Over-Insurance, Speculation

He referred to the matter of over-insurance and speculation. These factors are involved where the amount applied for is out of proportion to the worth and earnings of the assured. The underwriter must be on the lookout for those purchasing in contemplation of suicide. The man who desires to secure over-insurance is likely to be slipping, he said. Business insurance cases often involve over-insurance, he said.

So far as creditor insurance is concerned, if a man owes a debt and has very little chance of ever paying off that obligation except through insurance, Mr. Dallas expressed the belief that the insurance company should not get into the picture.

One of those participating in the skit asked why it is that some times the home office asks for additional medical information and then definitely rejects the risk before that information is provided. Mr. Dallas explained that the underwriting department is pursuing inquiry through other sources and under those circumstances gets information that makes the risk unacceptable.

### Habits Underwriting

Mr. Dallas dwelt on the matter of habits underwriting. As a matter of fact, he said, the results have shown that the Aetna has been too liberal on those that have been rated for habits. He explained how the use of liquor is regarded. The worst risk, he declared, is the spree drinker, the man who periodically goes on a "toot" for 24 hours or a week or more. No insurance company will knowingly take such a risk.

Then there is the Keeley cure graduate. Such a risk will be considered if the man hasn't taken a second course in the institute or a post graduate degree, according to Mr. Dallas. Such a man should have gone five years since getting his diploma before being acceptable, he said.

Then there is the steady daily drinker who is not a good risk. He may be slipping and using liquor in an attempt to keep buoyed up.

So far as the social drinking class is concerned, the company takes these risks trusting they will come out all right.

Double indemnity issues must be

watched carefully where habits are involved due to the automobile traffic hazard.

Mr. Dallas advised judicious use of letters of inquiry. Every such letter is carefully considered. If, as a result of such a letter, an examination is authorized and the risk rejected, the medical fee is not charged back and the rejection is not counted against the agent's record.

Mr. Dallas was queried as to rejections in the face of a favorable opinion from the medical examiner. The medical board, according to Mr. Dallas, is always willing to have medical opinion but the physician, he observed, is interested in current health whereas the insurance man is interested in longevity.

In seeking the reopening of a case, Mr. Dallas said there must always be some new information on which to base the request.

## GROUP FORUM

An interesting feature at the western regional conference of the Aetna Life in Colorado Springs was the forum on group insurance. I. F. Cook, assistant secretary, at the head office presided. He said that about \$1,000,000 in commissions will be paid to Aetna representatives on account of group business this year.

L. A. Steffen of Dubuque, Ia., said in presenting group insurance he uses the word "wholesale." That arouses the bargain instinct of the prospect. In 1935 he said he sold only two group cases, whereas in 1936 he placed 22. His first year commission on this business was \$100 per month. Group business, he declared, gives a steady income. It is excellent in respect to client building, since it gives the agent an opportunity to meet men in the higher income brackets. He said he is now president of the Greater Dubuque Association. That honor came to him because of the contacts that he made in working on wholesale cases, he said. He undertakes to meet the executives of all new firms moving into Dubuque. The Aetna Life, he said, has coverage on 38 firms in the city.

### Testimony of R. B. Hills

R. B. Hills of Lubbock, Tex., who was recently made assistant general agent under A. L. McKnight of El Paso, said he has closed 20 group cases this year, total insurance of \$1,108,000. That gives him the names of the officers of 20 firms and 1,800 employees, he observed. The agent is always welcome, he declared, where he has the group coverage. It is a continuous source of income and prospects. Furthermore, it is a source of agents. Frequently, employees are attracted to the life insurance business.

R. J. Curry, assistant general agent in Chicago, who was formerly in the group department, said the Aetna Life has now \$370,000,000 of group insurance in effect in Chicago.

### Record of 13 Regionnaires

Thirteen of the regionnaires at Colorado Springs, he said, produced \$4,500,000 of group. That pays a total of \$500 commission per month or an average of \$40 per month per man, which is about equivalent to the rent item, he pointed out. He warned against specializing on group insurance, saying that the agent should capitalize on the by-product as he goes along. Arthur Hicks of Joliet, Ill., he said, follows the practice of listing the date of birth of each employee and getting in touch with them at change of age. He has 38 group cases.

Charles E. Scherman of the Chicago agency, who is 75 years of age, is leading a comfortable existence because of his earlier work in selling group insurance. He is credited with selling the first group case for the Aetna Life west of the Alleghenies. He has 144 cases. Practically all of his leads now come from group cases that were written when he was younger. He is able to

grow old gracefully, Mr. Curry observed.

Mr. Cook, in concluding the discussion, urged the agents to following up their group clients with a proposal for group annuities.

## Make Notable Renewal Record

The Kansas City Life reports that 410 of its agents renewed 100 percent of the business they wrote in May, 1936. January to May, 1937, inclusive shows experience on first renewals has improved 6 percent over the same period a year ago.

## Unlicensed Operator Fined

James A. Nolan of Buffalo was fined \$250 in city court upon pleading guilty to the charge of selling insurance in that city for an unauthorized company. The charges were brought by the New York department. The policy in question was issued by the Benefit Protective Association of Kansas City. The fine was suspended on Nolan's promise not to repeat the offense.



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GENERAL  
MUTUAL  
LIFE**

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VAN WERT, OHIO**

C. M. PURMORT, President

● OPENINGS in Illinois and Ohio are still available under our liberal Agents' and General Agents' contracts. Attractive renewals. Liberal commissions. Unusual sales promotion. Close home office cooperation. Write for complete details today. ● ● ● ●



**"Our Dad  
sells life  
insurance  
for Central  
States and  
he says it  
is a swell  
company to  
work for"**

Write J. DeWitt Mills, Vice-President, for a copy of "Field Features," the booklet which outlines Central States Life's policies and services. Desirable territory available in Missouri, Arkansas, Oklahoma, Texas, Nebraska, Colorado, Utah, Wyoming, California, and Florida.

**CENTRAL STATES  
LIFE INSURANCE COMPANY**  
3663 Lindell Blvd. St. Louis, Mo.

**Strong**

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Are You Willing to WORK for a Company Which Is Willing to WORK with You?

**NORTH AMERICAN LIFE INSURANCE COMPANY**

**OF CHICAGO.**

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PAUL McNAMARA  
Vice-President

NORTH AMERICAN BUILDING, CHICAGO, ILLINOIS

Security Mutual Life

**"It Pays"**

**Insurance Company**  
BINGHAMTON, N.Y.



# SALES IDEAS AND SUGGESTIONS

## Plan Suggested to Care for Insured Executive's Widow

By PAUL C. SANBORN

(This talk was given by Mr. Sanborn, who is Boston general agent of the Connecticut Mutual, at the Million Dollar Round Table of the National Association of Life Underwriters in Denver.)

If it weren't for my other duties that I have to perform, I would never in the world specialize on business insurance, because it is not healthy business as life insurance business goes. The ideal agent is the \$1,000,000 producer writing 100 or more lives a year. You can't do it on business insurance, because it is too long between drinks. It is impossible. In our sale of business insurance we must be very, very careful with our pre-approach work, much more so than in selling personal insurance. One of the greatest life insurance salesmen in this country has told me repeatedly he would never solicit business insurance, because it is not enough in his opinion to handle one man, to say nothing of handling a large group in a corporation.

Let us not forget as we make the rounds in the solicitation of this business that the average business man is much more aware of the advantages and features of corporation insurance today than he was ten or a dozen years ago. Therefore we must be very careful in our methods, to attempt at least to bring out points that have not perhaps been brought out to his attention. We must be much more careful in the pre-approach work than we were ten years ago.

### Stick to Simple Plans

I would like to touch on the stock purchase plan. You all know that there have been all kinds of sharpshooters in our business in the last few years, who have gone around making all sorts of recommendations, such as "Give your stock away; let us reorganize and re-finance the company and issue preferred stock," and all that kind of monkey business. That will get the life insurance in foul if continued. Let us try to stick to simple plans, and not allow ourselves to become a party to any corporate agreement or plan that can not be undone with a stroke of a pen. We don't want any more federal investigations, if we can help it.

In the average stock purchase plan the usual method is to have a trustee to handle the purchase of stock at the decision of the stockholder, and turn the stock over to those who are parties to the agreement, and the cash over to the man's beneficiaries—the deceased stockholder's beneficiary. Now, when you stop and think, we are taking away from that beneficiary some perfectly marvelous rights under the policy. Let us take, for example, a man who has a salary of \$10,000 in a closed corporation. And let us say his dividends in addition to that are \$2,000 or \$3,000. Let us assume that his capital stock interest is \$50,000.

### What Happens to the Widow?

We approach this man as a rule and say, "Mr. Prospect, when you die it is a certainty that you don't want your widow to become a party to the management of this corporation; therefore, let us have an agreement drawn, whereby at your death a set price will be paid." Now, what happens? He dies; the trustee receives the \$50,000; he turns the stock over to the corporation, or to the other stockholders, and the \$50,000 over to the widow. She in turn re-

invests that, at 3, 4, 5, or 6 percent. Now, we can't say to the corporation, "You should continue that man's widow at his salary of \$10,000." A corporation under normal conditions wouldn't think of doing that. Should I recommend to this man that he sell his stock for \$50,000 and ask his widow to receive the \$2,000 to \$3,000 which she would get for the investment instead of the \$12,000 or \$13,000 which she is now receiving?

### Two Methods Are Suggested

I can say to that corporation, "This man has been valuable to you; he built up the proceeds, the sales, whatever it may be. Give his widow a substantial part of that \$12,000 or \$13,000 income as long as she lives, and then when she dies, have somebody received the \$50,000."

How many are going to do it? The corporation can buy a substantial block of life insurance in excess of the \$50,000, and have an income provided, using one of the options under the policy, to give her \$7,000 or \$8,000 or \$10,000 a year as long as she lives. And there may not be any principal left at the time of her death.

The other way to do it would be to add family income. Sell this same man \$50,000 of insurance for a very small cost. We can increase her income from \$2,000 or \$3,000 to \$5,000, \$6,000 or \$7,000, whatever the case may be. And how much nicer it is for her. She receives the same income, if she lives it out or not. Then we say to the children, "All that stock is actually worth \$50,000. You can see it on the books yourself." Fifty thousand is what the children will actually receive.

### Beneficiary a Stumbling Block

There are many closed corporations that are interested in stock purchase in corporate agreements. There are many corporations that have not become a party to our suggestions because they

don't see why the widow should take the income, and you really can't blame them. On the other hand, my contention is that there are many corporations that have fought a stock purchase plan that are perfect prospects for increased insurance, using the idea and suggesting that they change the trust in a way that their lawyer might suggest or recommend, so that at least the life insurance itself will go directly to the beneficiary, who would thereby be able to use the options that the beneficiary has the privilege of using.

\* \* \*

JAMES E. FITZGERALD, San Jose: Suppose there was no business insurance and the man died and his estate became the owner of the stock. Supposing that there is no business insurance. They go out and hire a \$10,000 man to take his place, and still give the widow the income. Why is it just for the corporation to carry on that man's income, when it has to pay another man \$10,000?

MR. SANBORN: The most common situation is that the average corporation or an average stockholder does not want another stockholder's widow wrapped up in the running or the management of the business. Likewise, most men are very susceptible to flattery in the sale of corporation insurance, which is to the effect that, "You are pretty valuable to this corporation. If you die, they are going to lose your brains and what is going to happen to the stock?"

\* \* \*

JOHN O. TODD, Northwestern Mutual, St. Paul: Isn't it true in that situation you quote if a man has stock valued at, say, \$50,000 and is getting \$2,000 dividends, and \$10,000 in salary, that probably his salary he is getting is actually his share of the profits of the corporation?

MR. SANBORN: That could be possible.

MR. TODD: In closed corporations that is usually the situation; and therefore, if he has, as Mr. Sanborn suggested, contributed toward building up this company, and the corporation will profit in the future by it, it is justifiable to assume that part of the salary he had was due to his active participation.

## Life Insurance Trust Tax

The "Estate & Tax News" in commenting on taxation of income of life insurance trusts says:

"Prior to 1924 it was possible for an insured with a large income to reduce his taxes by the creation of an irrevocable funded life insurance trust. The procedure was simple. The insured would create an irrevocable trust consisting of his life insurance and sufficient income-producing securities to pay the premiums thereon. Thereafter, the trustee would collect the income, pay the income tax as a separate entity, and apply the balance to the payment of the premiums.

"Because of the serious threat to the national revenues by this tax saving device, Congress in 1924 amended the law to tax the grantor of such a trust the income applicable to the payment of premiums on insurance on his life. The Supreme Court, in one of its most famous tax decisions, upheld the constitutionality of the amended statute. (Burnet v. Wells, (1923) 289 U. S. 670.)

"Apparently, however, the statute is not yet broad enough to tax to the insured or grantor the income from all life insurance trusts.

"If a wife takes out insurance on the life of her husband, and then transfers

the insurance and income-producing securities to an irrevocable trust, the income applied to the payment of premiums will be taxable to the trustee, and not to the husband or wife. This statement is based on a recent decision (Gail H. Baldwin, decided July 22, 1937, 36 BTA —, No. 59.) of the board of tax appeals, and while it may be appealed, the board followed a precedent (Lucy A. Blumenthal, (1934) 30 BTA 591.) No appeal was taken upon this point, although another matter in dispute was decided adversely to the taxpayer in *Helvering v. Blumenthal*, (296 U. S. 552, rev. 76 F. (2d) 507) that the government apparently did not feel justified in appealing because the same case went to the Supreme Court on another issue. If the use of the traditional grain of salt is kept in mind the statement may therefore be accepted as an accurate interpretation of the present law. However, to assure that the income of the trust will not be taxed to the wife, probably she must name someone other than herself as the insurance beneficiary, inasmuch as otherwise the payment of the insurance premiums might be said to be an accumulation for the benefit of the grantor. Nevertheless, the arrangement obviously will permit

## SALES IDEAS OF THE WEEK

### Production Maintained

L. A. Spencer of the Equitable Society at Pittsburgh, who has had 231 weeks of continuous production says:

"My first objective is a definite quota set up on the basis of a year's business, and that is broken down into monthly and weekly production. I believe that you must see the right kind of people in the right way and at the right time, which is infinitely more important than seeing a lot of people.

"My objective is to write \$85,000 of business a month. Obviously I do not always do it, but \$85,000 of paid production a month will run approximately \$1,000,000 a year. I also know the amount of money that I must have at the end of the month in order to meet my needs. This, in turn, is probably the best incentive and certainly the most urgent that one could have.

"I find that keeping an accurate record of age changes, birthdays, and being in constant touch with my policyholders are the three best sources of business. The longer I am in this business, the more convinced I am that the successful underwriter must be able in some manner to get the maximum service out of a third party influence, whether it be a policyholder, acquaintance, or whatever source of help he may avail himself of. We make very few sales ourselves."

practically the same saving in taxes as was possible prior to the 1924 amendment.

"The earlier case mentioned above as a precedent (*Blumenthal*) illustrates an alternative arrangement. A husband created an unfunded life insurance trust (a trust containing nothing but life insurance policies). Simultaneously, his wife created another trust of income-producing securities for the purpose of paying the premiums on the insurance in her husband's trust. The board of tax appeals held that the income of the wife's trust which was applied to the payment of premiums on the husband's insurance was taxable to the trustee, and not to the wife or husband. The facts and the board's reasoning are disclosed by the following extract from its opinion:

"The current dividends . . . were paid by the trustee to the several insurers as premiums upon the policies insuring the life of Sidney Blumenthal, petitioner's husband. The commissioner treated this amount as petitioner's income, and she objects. Her only relation to the insurance is that, by the terms of Sidney Blumenthal's trust, in which the policies were held, the trustee was required to pay the income of such trust to petitioner during her life. These current dividends were not income of Sidney's trust. They were income of Lucy's (Sidney's wife) trust. But they were not distributed to Lucy at any time and were not to be used for payment of premiums on any policies of insurance on her life. Clearly section 167 of the Revenue Act of 1928 is not applicable, and we can find no other specific provision taxing such income to her. (The corresponding provision of the Revenue Act of 1936 is substantially the same.)

"The husband's trust, of course, consisting of nothing but life insurance policies, produces no income during his life, and at his death the insurance proceeds paid by reason thereof are expressly exempted from income tax. (See section 22(b) (1), Revenue Act of 1936.)

"These cases illustrate apparent loop-

holes in the tax law that it may be possible for Congress to close. At the recent hearing of the joint committee on tax evasion and tax avoidance, however, no mention was made of the need of such an amendment. Moreover, there may be some constitutional question as to the power of Congress to broaden the statute to tax to the grantor the income from all life insurance trusts."

## Guaranty Life Is in a Merger Deal with Occidental

(CONTINUED FROM PAGE 1)

General Holding Company, one of the institutions identified with A. P. Giannini, and it owns the entire capital. Therefore, it has no stockholders problems. The Giannini family built up the Bank of America and the same aggressive and intelligent methods were used in the Occidental Life as in the other organizations which are affiliated with it.

One of the affiliates of the Occidental Life is the Pacific National Fire of San Francisco, of which Frank N. Belgrano, Jr., immediate past president

of the American Legion, is president. Mr. Belgrano is vice-president of the Occidental Life. The Occidental Life has shown resourcefulness and energy in its operations and in providing equipment and facilities for its agents. It has a very strong official personnel, L. M. Giannini being president, Dwight L. Clarke, well known financial man, executive vice-president. F. M. Hope is vice-president and actuary, V. H. Jenkins vice-president in charge of production. D. L. De Vries is another vice-president. Howard J. Brace is secretary. Mr. Brace is former Idaho insurance commissioner.

The Guaranty Life this year showed \$10,830,962 assets, capital \$200,000, net surplus \$155,251. Income last year was almost \$2,000,000. It has \$60,000,000 insurance in force. President Dougherty had in mind making a substantial increase in capital, but concluded that a merger with a company like the Occidental Life would be more satisfactory. The Guaranty Life started in business in 1903. With the merger the Occidental Life will be able to make more rapid substantial progress in the territory over which Mr. Dougherty will preside.

President Dougherty states that the

Occidental Life will reinsure the business of the Guaranty Life as soon as the necessary steps can be completed. In the negotiations for the reinsurance, Executive Vice-president D. L. Clarke of the Occidental represented that company.

## Hearings on New York's New Code

(CONTINUED FROM PAGE 1)

"The work of revision was somewhat hampered by the scarcity of court interpretations of the provisions of the present insurance law. The revision endeavors to group the decisions and rulings of the superintendent into two main classes. One of these is the order which by article 20 must be in writing. As to these, the requirement of notice and hearing is ordinarily applicable (the requirement is stated in connection with each type of order in other provisions of the revision). The other class is the official regulation, which either supplements the statute or interprets it. The superintendent has long exercised the power to make official interpretations of the statutes, which are published and distributed for the guidance of all persons affected. The revision (Article 21) recognizes this type of regulation and also two other types, those relating to the internal functioning of the department (Article 21 [A] [D]), and those as to which the power to make regulations about a particular matter are expressly given.

### Statute and Courts Govern

"Controlling all these powers is the general provision that his regulations must be not inconsistent with the provisions of this chapter, which means that the statute as interpreted by the courts will have the final word as to the validity of such regulations.

"Many infractions of the insurance law result not from defiance of the law but from differences in opinion as to the interpretation of its provisions. In order to give the superintendent a speedy and efficient process for dealing with such infractions the revision (Article 29) authorizes him to sue for an injunction against violations of the law, thus avoiding resort to the heavy artillery of criminal procedure.

"To supplement this civil proceeding the revision (Article 29.1) also authorizes the superintendent to sue in a civil (non-criminal) action to recover a money penalty imposed for violation of the insurance law. These provisions, like those for judicial review, will facilitate a resort to the courts for the settlement of disputed questions."

## ASSOCIATIONS

**Wichita, Kan.**—Committee chairmen have been announced by President James Caldwell, Aetna Life: Program, Houston Barclay, Equitable Society; grievance, Hal Johnson, Columbian National; legislation, L. B. Brown, Travelers; publicity, Kenn Fitch, New York Life; membership, R. F. Coffman, Prudential; C. L. U.-Morris McCready, Massachusetts Mutual; house, Oscar Hill, finance and budget, Clayton Mammel, Farmers & Bankers; national committeeman, F. F. Frisbie, Prudential. At the first regular meeting Sept. 11 reports on the Denver convention will be given.

**Manitowoc, Wis.**—An association was formed here recently, affiliated with the Wisconsin State Underwriters Association and National Association of Life Underwriters. Officers are: E. M. Lorgan, Equitable Life, president; Roland Sylvester, Metropolitan, vice-president; P. A. Schuette, Jr., Northwestern Mutual, secretary, and J. E. Poley, Metropolitan, treasurer. George Schmitz, Mutual Benefit, was elected National committeeman, and Irwin Dalton, Aetna Life, director.

**San Francisco**—Plans are being completed for the first meeting under President Nels J. Nelson's administration. F. J. Curry, Penn Mutual Life, chairman program committee, has announced that the

## Ten Gallon Hat Featured by Puerto Rico Manager

The Puerto Rico "Ilustrado," which is comparable to the "Saturday Evening Post" in this country, in its current issue tells a story of a Texas 10-gallon hat which was originally intended to be given to President Roosevelt during his visit to Galveston but was finally given to Manuel Y. Saldana, general agent of the American National in Puerto Rico. This agency now produces about \$2,000,000 a year written at semi-tropical rates. When Mr. Saldana goes on the street with his 10-gallon hat men, women and children stop and look at him and he is now known as the "man with the Texas hat of President Roosevelt." He has had poems dedicated to him, he has received a number of congratulatory cards, letters and telegrams. The 10-gallon hat now puts him in a class of his own and it is considered quite a personal advertisement for him as well as the American National.

"kick-off" will be a breakfast meeting with at least one national speaker.

More than 25 women life underwriters attended the first monthly meeting of the women's committee. Meetings on the first Wednesday of every month are planned.

**Northern New Jersey**—An informal dinner will be held in Newark Sept. 13, at which time Paul Speicher, Research & Review Service, will speak. President L. D. Harrison will make announcements of plans for the balance of the year.

**Topeka, Kan.**—A farewell party was given H. W. Moore, manager Mutual Life of New York, who has been transferred to St. Paul. Mr. Moore has been active in the association and is secretary of the Kansas body.

**Cleveland**—The supervisors' group will hold its first fall meeting Sept. 13. Membership is to be limited to salaried supervisors. R. D. Wells, Prudential, is president.

**Los Angeles**—L. S. Roscoe, assistant manager Beecher J. Dickson agency at Los Angeles for Occidental Life of California, has been appointed chairman of the Life Insurance Forum.

**Kansas**—A meeting of the executive committee and national councillors is planned for early fall in Manhattan, according to President L. E. King. A successor to Hiram W. Moore as secretary is being sought.

**Chicago**—The season will start at a luncheon Sept. 16 when H. J. Johnson, Pittsburgh general agent Penn Mutual, will talk on "What Are We After?" As in the past year, only members are eligible to attend.

## Convention Dates

Sept. 12-14, Insurance Advertising Conference, Briarcliff Manor, Briarcliff, N. Y.

Sept. 20-22, Life Advertisers Association, Chamberlin Hotel, Old Point Comfort, Va.

Sept. 29-30, Oct. 1, Life Office Management Association, Edgewater Beach Hotel, Chicago.

Sept. 28-29, Insurance Section, American Bar Association, Municipal Auditorium, Kansas City, Mo.

Oct. 11-14, American Life Convention, Edgewater Beach, Chicago.

Oct. 14-15, Actuarial Society of America, Ocean House, Swampscott, Mass.

Oct. 18-19, American Fraternal Congress, Hotel Sherman, Chicago.

Oct. 26-28, Life Insurance Sales Research Bureau and Life Agency Officers Association, Edgewater Beach Hotel, Chicago.

Oct. 28-29, American Institute of Actuaries, Edgewater Beach Hotel, Chicago.

Nov. 29-Dec. 1, National Association of Insurance Commissioners, Pennsylvania Hotel, New York City.

Dec. 2-3, Association of Life Insurance Presidents, Waldorf Astoria, New York City.

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